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Research Product 88-09

The 1986 ARI Survey of U.S. Army  
Recruits: Media Habits

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Manpower and Personnel Policy Research Group  
Manpower and Personnel Research Laboratory

April 1988



U. S. Army Research Institute for the Behavioral and Social Sciences

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Research Product 88-09

# **The 1986 ARI Survey of U.S. Army Recruits: Media Habits**

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Department of the Army

**April 1988**

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## FOREWORD

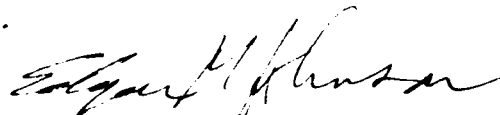
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The Army Research Institute (ARI) New Recruit Surveys have become an important source of information to U.S. Army policy makers and planners. Originally developed by ARI in 1982, the surveys were intended to provide answers to questions concerning the enlistment motivations and demographic characteristics of incoming U.S. Army recruits. Complementing these original information sources are the surveys' ability to track changes in new recruit characteristics over time, as well as to provide an opportunity for the collection of new, policy-relevant information during each survey administration.

The ARI New Recruit Surveys (NRS) of 1982 and 1983 were conducted at the request of the U.S. Army Deputy Chief of Staff for Personnel. Sponsorship of the 1984, 1985, and 1986 surveys was assumed by the U.S. Army Recruiting Command (USAREC), with the continuing interest of the Office of the Deputy Chief of Staff for Personnel (Memorandum of Agreement Between the U.S. Army Recruiting Command and the U.S. Army Research Institute, signed 16 May 1985 and 22 April 1985, Subject: Sponsorship of ARI Enlistment Decision Surveys; and letter, U.S. Army Recruiting Command, USARCPAE-RS, 7 April 1986, Subject: Direct Fund Authorization for 1986 New Recruit Survey).

Results of the 1986 survey were provided, in the form of briefings, to the Commander of the U.S. Army Recruiting Command (on 6 August and 4 December 1986), the Director of Military Personnel Management (ODCSPER) (on 5 December 1986), and the Deputy Chief of Staff for Personnel (on 12 December 1986).

Specific policy and operational decisions have been made based on these results. For example, USAREC's dual-market recruiting and advertising operational plan was developed and continues to be monitored using analyses of NRS data. In addition, the survey effort has been transferred from a developmental effort at ARI to an operational tool of the Recruiting Command for monitoring recruiting policy and program implementation.



EDGAR M. JOHNSON  
Technical Director

## ACKNOWLEDGMENTS

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The U.S. Army Research Institute for the Behavioral and Social Sciences (ARI) wishes to acknowledge the assistance and support of the many individuals who assumed important roles in this endeavor. This survey research was sponsored by the Directorate of Program Analysis and Evaluation, U.S. Army Recruiting Command, Office of the Deputy Chief of Staff for Personnel.

ARI is grateful for the cooperation of the officer, enlisted, and civilian personnel at the eight U.S. Army Reception Battalions and acknowledges that this survey could not have succeeded without their support. These personnel worked directly with us during the scheduling, survey booklet distribution, and administration of the New Recruit Survey, often extending their workdays in order to schedule the survey operations into their already hectic summer "surge" processing of incoming new recruits.

## THE 1986 ARI SURVEY OF U.S. ARMY RECRUITS: MEDIA HABITS

### EXECUTIVE SUMMARY

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#### Requirement:

To obtain information concerning the media habits of U.S. Army soldiers at the time of entry into the service.

#### Procedure:

The ARI New Recruit Surveys (NRS) consisted of seven survey research projects administered directly by ARI from 1982 through 1986. Each successive survey retained much of the same item content as presented to respondents in previous versions, with new topical questions added each year about new soldiers' awareness of and interest in specific new television, radio, and magazine media.

The NRS data collections were conducted at all U.S. Army Reception Battalions during the summer. A modified Latin-Square design was employed to randomize the selection of survey weeks across all Reception Battalions during the collection periods. ARI worked with Reception Battalion Operations personnel in scheduling the administration dates and times.

Different forms of the ARI New Recruit Surveys were administered to active U.S. Army recruits and Reserve/National Guard recruits. The survey was self-administered following specific instructions provided to administrative personnel. Soldiers were instructed to mark the responses that fit them best.

#### Findings:

The sampling plan utilized for these surveys imposes restrictions on the generalizability of the survey results to the overall U.S. Army accessions population for fiscal years 1982 through 1986. However, the survey research process was successful in collecting and providing current information related to new U.S. Army soldiers.

#### Utilization of Findings:

The ARI New Recruit Surveys continue to provide information to policy makers and personnel planners about the quantity and quality of U.S. Army accessions. Specifically, information obtained from new recruits about their enlistment motivations, awareness and knowledge of enlistment incentives, and personal characteristics augments the available information on enlistment trends. Awareness of such trends is an integral part of the process of

preparing to meet projected human resource requirements. Data and information from the New Soldier Surveys has been and will continue to be used for these purposes, as well as for providing assessment information about recruits' media habits and preferences to maximize the effects of U.S. Army advertising.

# THE 1986 ARI SURVEY OF U.S. ARMY RECRUITS: MEDIA HABITS

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## THE 1986 ARI SURVEY OF U.S. ARMY RECRUITS: MEDIA HABITS

### INTRODUCTION

#### NRS Project Background

The Army Research Institute (ARI) New Recruit Surveys have become an important source of information to U.S. Army policy makers and planners. Originally developed by ARI in 1982 under a commission by the Deputy Chief of Staff for Personnel, the 1986 New Recruit Survey was the seventh in a series of survey research projects investigating new U.S. Army soldiers. Previous survey research projects conducted in this series include: (1) Summer, 1982; (2) Summer, 1983; (3) Winter, 1983; (4) Summer, 1984; (5) Winter, 1984; and (6) Summer, 1985 (See Figure 1).

This multi-year survey research endeavor has been conducted to measure the enlistment motivations, attitudes, knowledge, and personal characteristics of new soldiers at the time of their initial entry into the U.S. Army. The ability to track changes in new soldier characteristics over time, as well as to provide an opportunity for the collection of new, policy-relevant information during each survey administration has provided the impetus for continuing the survey efforts.

Both the ARI New Recruit Surveys of 1982 and 1983 were conducted at the request of the U.S. Army Deputy Chief of Staff for Personnel. Sponsorship of the 1984, 1985, and 1986 surveys was assumed by the U.S. Army Recruiting Command, with the continuing interest of the Office of the Deputy Chief of Staff for Personnel. Although the sponsorship and specific question content has changed across time, the basic charter for these field research surveys has remained unchanged:

- o Determine who is enlisting in the U.S. Army and why.
- o Determine how to target recruiting resources to attract high quality recruits.
- o Determine why recent recruits joined and their propensity to remain in the service.
- o Determine which recruiting and advertising practices are proving the most effective and why.

In addition to addressing these specific objectives, the survey efforts have expanded the availability of research data by which U.S. Army enlistment and reenlistment decision processes can be modeled.

# NEW RECRUIT SURVEY ARI DATA COLLECTIONS

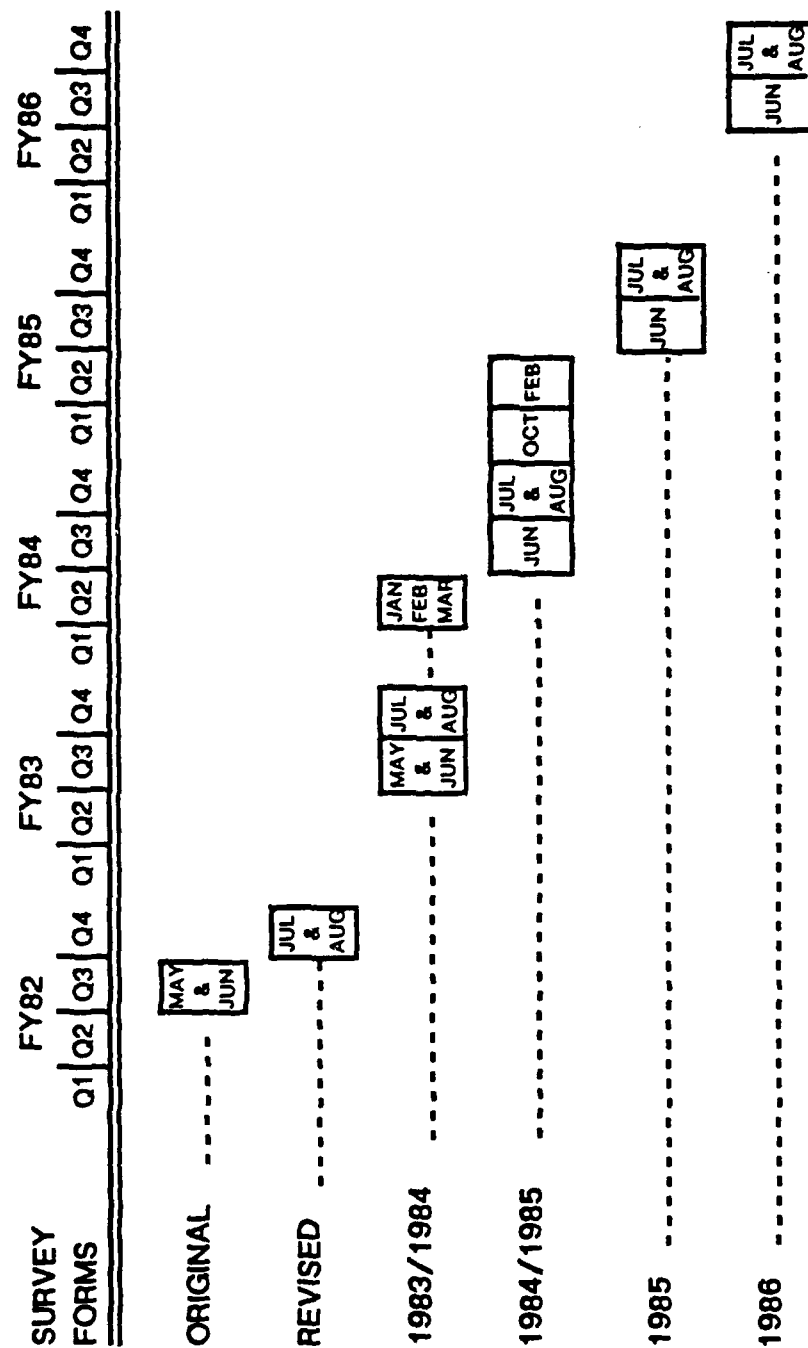


Figure 1. ARI New Recruit Survey data collections

## 1986 New Recruit Survey Overview

The 1986 New Recruit Survey maintains the continuity of previous new recruit survey research efforts by collecting data from content areas common to all years. The 1986 survey retains much of the same item content as presented to respondents in all previous versions while incorporating new questions on: U.S. Army recruits' awareness of and interest in the Reserve Officer's Training Corps College programs; the New G.I. Bill program; awareness, interest, and participation in U.S. Army enlistment incentives programs; new television programming; and intentions for using U.S. Army training to obtain training and skills for future civilian job opportunities.

Dr. Edward L. Levine was contracted to administer the survey data collection at the eight (8) U.S. Army Reception Battalions during June, July, and August of 1986. Data Recognition Corporation was contracted to work with ARI in performing optically-scannable survey booklet design and instrumentation. They also were contracted for data capture, cleaning, database development, documentation, and tabular analyses.

A modified Latin-Square design was employed to randomize the selection of survey weeks across all eight Reception Battalions during the field data collection. ARI coordinated with Reception Battalion Operations personnel in scheduling the administration dates and times.

Four forms of the ARI New Recruit Survey were administered to U.S. Army recruits. Forms "A", "B", and "C" were administered to Regular U.S. Army (RA) recruits, and Form "D" was administered to U.S. Army Reserve and National Guard recruits. Regular U.S. Army recruits had an equal chance of receiving any one of the three RA forms. The survey was self-administered after specific instructions were provided by on-site contractor personnel. Recruit respondents were instructed to mark the responses that fit them best, directly in the survey booklets.

Survey forms were registered by Data Recognition Corporation personnel as they were received at the contractor's site. Survey booklets were optically scanned and verified through a post-edit programming process in which data accuracy was assured by manual verification of write-in response items and confirmation of optical mark reading errors for "Mark all that apply" questions.

A total of 14,362 U.S. Army recruits were administered the 1986 New Recruit Survey. Based on U.S. Army military personnel records, 13,117 had no prior military service, and 1,172 had prior military experience (the status for the remaining 73 was not ascertainable). The survey respondents were distributed across components as:

<u>Regular U.S. Army</u>	<u>U.S. Army Reserve</u>	<u>Army National Guard</u>
7,988	2,709	3,613

The sampling plan utilized for this survey, including only those recruits

present at the Reception Battalions in June, July, and August, constrains the generalizability of the survey results. However, the survey research process was successful in collecting and providing current information related to new U.S. Army recruits.

#### 1986 New Recruit Survey Reports

The current document is one of a series of reports produced to document the methodology, survey research data, and research results for the 1986 New Recruit Survey. The present report concentrates on the media questions asked of new soldiers during their first days of active duty. The administration of the 1986 New Recruit Survey necessitated the field collection of data at eight (8) Primary Sampling Units (PSU) for a twelve-week period. Each PSU (U.S. Army Reception Battalion) location was visited three times during the sampling period. This constituted a logistical problem in that from one to three field sites were sampled during any given week. Located in eight (8) states, separated by up to 3000 miles, the administration plans and training program for field researchers was critical to consistency in the survey response data. The training of survey administrators and the methodology employed during the field data collections at the eight (8) U.S. Army Reception Battalions is documented in this manual.

Two codebook volumes are available that document the 1986 New Recruit Survey data files. One codebook volume contains information specific to Active U.S. Army recruit respondents and a second volume contains information specific to U.S. Army Reserve/National Guard recruit respondents. These two volumes provide sources of information that is crucial to the proper analysis of the 1986 New Recruit Survey data. Included in the content of these volumes are: (1) physical locations and labels for all survey variables, (2) frequency distributions for each survey variable, (3) information concerning the capture of data for variables derived from military record files, (4) crosswalks between forms of the 1986 survey, (5) item history information documenting changes in wording and coding among survey years, and (6) discussions of how to use and interpret the information contained in each codebook. These codebook volumes are:

Benedict, M. E., Elig, T. W., & Kopischke, D. W. (1987, April). The 1986 ARI Survey of U.S. Army Recruits: Codebook for Active Army Survey Respondents (Research Product 87-08). Alexandria, VA: U.S. Army Research Institute for the Behavioral and Social Sciences. (AD A182 936)

Benedict, M. E., Elig, T. W., & Kopischke, D. W. (1987, April). The 1986 ARI Survey of U.S. Army Recruits: Codebook for Army Reserve/National Guard Survey Respondents (Research Product 87-09). Alexandria, VA: U.S. Army Research Institute for the Behavioral and Social Sciences. (AD A182 887)

Preliminary results for other 1986 New Recruit Survey items are reported in individual cross-tabulation volumes for selected recruit respondent populations by demographic and service-related variables. These tabulation volumes are:

- Benedict, M. E., Elig, T. W., & LaBatte, J. A. (1987, April). The 1986 ARI Survey of U.S. Army Recruits: Tabular Description of NPS (Active) Army Accessions, Volume 1 (Research Product 87-12). Alexandria, VA: U.S. Army Research Institute for the Behavioral and Social Sciences. (AD A182 698)
- Benedict, M. E., Elig, T. W., & LaBatte, J. A. (1987, April). The 1986 ARI Survey of U.S. Army Recruits: Tabular Description of NPS (Active) Army Accessions, Volume 2 (Research Product 87-13). Alexandria, VA: U.S. Army Research Institute for the Behavioral and Social Sciences. (AD A182 921)
- Benedict, M. E., Elig, T. W., & LaBatte, J. A. (1987, April). The 1986 ARI Survey of U.S. Army Recruits: Tabular Description of NPS Army Reserve Accessions, Volume 1 (Research Product 87-10). Alexandria, VA: U.S. Army Research Institute for the Behavioral and Social Sciences. (AD A182 920)
- Benedict, M. E., Elig, T. W., & LaBatte, J. A. (1987, April). The 1986 ARI Survey of U.S. Army Recruits: Tabular Description of NPS Army Reserve Accessions, Volume 2 (Research Product 87-11). Alexandria, VA: U.S. Army Research Institute for the Behavioral and Social Sciences. (AD A182 997)
- Benedict, M. E., Elig, T. W., & LaBatte, J. A. (1987, April). The 1986 ARI Survey of U.S. Army Recruits: Tabular Description of NPS National Guard Accessions (Research Product 87-14). Alexandria, VA: U.S. Army Research Institute for the Behavioral and Social Sciences. (AD A182 697)

#### 1986 MEDIA TABULAR DESCRIPTION APPENDIXES COMPOSITION

##### Tabular Description Content

The 1986 NRS media tabular description appendixes provide an exploration of the survey results for Summer recruit respondents. Tables in these appendixes include only Media related survey items.

Other 1986 survey items, including those items that asked (a) when and how often respondents were exposed to radio and television programming, and (b) how much time respondents spent reading printed materials, have been included in separate tabular description volumes. Only parental household characteristics items (e.g., number of cars owned, property value estimates, and type of residence) have been excluded from the NRS-86 tabulations. Recruit demographic characteristics are used to tabulate survey responses but are not by themselves tabulated by other variables. Also excluded from tabulations are survey reported variables used to document the 1986 sample (e.g., Reception Battalion location, survey administration date, and survey form completed).

Some of the substantive survey items excluded from the NRS-86 tabular descriptions require significant analytic work before meaningful information can be reported. Other items are only useful when combined with other data sources (e.g., parental household characteristics when combined with market research data). Such combinations and analyses are beyond the scope of these tabular descriptions.

Appendix A contains regular active Army (RA) tabular descriptions of NRS-86 media survey items with the following five crossing variables: (1) survey respondent gender, (2) highest educational attainment, (3) AFQT category (Male High School Diploma Graduates and post-high school graduates only), (4) year of high school graduation (High School Diploma Graduates and post-high school graduates only), and (5) ethnic/racial composition.

Appendix B contains regular active Army (RA) tabular descriptions of NRS-86 media survey items with the following five crossing variables: (1) term of enlistment (Male High School Diploma Graduates and post-high school graduates, test category I-III A only), (2) eligibility for the Army College Fund and/or cash enlistment bonus incentives (High School Diploma Graduates and post-high school graduates only, test category I-III A only), (3) recruiting brigade, (4) rural/urban nature of pre-enlistment residence, and (5) age at time of Delayed Entry Program contract signing.

Appendix C contains U.S. Army Reserve (USAR) tabular descriptions of NRS-86 media survey items with the following five crossing variables: (1) survey respondent gender, (2) highest educational attainment, (3) ethnic/racial composition, (4) marital status, and (5) AFQT category.

Appendix D contains U.S. Army Reserve (USAR) tabular descriptions of NRS-86 media survey items with the following five crossing variables: (1) Split Training/Simultaneous Membership Program participation, (2) Reserve Incentive Program eligibility (High School Diploma Graduates and post-high school graduates only, test category I-IIIB only), (3) recruiting brigade, (4) rural/urban nature of pre-enlistment residence, and (5) age at time of accessioning.

Appendix E contains Army National Guard (ARNG) tabular descriptions of NRS-86 media survey items with the following five crossing variables: (1) survey respondent gender, (2) highest educational attainment, (3) self-reported ethnic/racial composition, (4) rural/urban nature of pre-enlistment residence, and (5) age at time of accessioning.

#### Contents of a Tabulation Page

Tabulation pages for each survey item included in these appendixes contain the following descriptive information: (1) variable name, (2) variable label contained in the Statistical Analysis System (SAS) database file, (3) statement of the survey question, (4) response category values and labels, (4) item location in Forms A, B, C, and D of the NRS-86 survey questionnaire (e.g., Form and question number for variable T001 = A007, B007, C007, D007; Forms A, B, C, and D, Question #7), and (5) number of non-prior service survey respondents who had the opportunity to respond to the survey item.

In addition to these information sources, each tabulation page contains information to assist the reader in interpreting the tables for each item. This information includes: (1) the title of each table (survey variable number by crossing variable used for the table, (2) labels for the categories of each crossing variable, (3) the total number of respondents within each category of

the crossing variable, (4) the total number of respondents to the particular question of interest, (5) value categories for the survey item, (6) the percentage of responses within each category of the crossing variable, and (7) Pearson's chi-square statistic results with its associated degrees of freedom and probability level. Since the NRS-86 contains a large proportion of questions that required the respondents to "Mark all that apply", such serial list questions have been configured as a single table for each in presentation. Such tables present chi-square values, degrees of freedom and probability levels for each line entry. Examples of both types of survey item presentation are provided in the next section of this volume.

#### Tabular Presentation Conventions

The 1986 New Recruit Survey (Active) Army appendixes contain responses from 7,875 non-prior service (NPS) recruits who participated in the survey during the months of June, July, and August in 1986. The U.S. Army Reserve appendixes contain responses from 2,703 non-prior service (NPS) recruits, and the Army National Guard appendix contains responses from 2,539 non-prior service (NPS) recruits. The total number of responses may change from table to table as well as in the total number of respondents who were exposed to individual questions on the survey. There are two reasons for these differences in response.

The first reason is that some tables are limited to specific groups of individuals. For example, respondents who did not receive a high school diploma or attend a post-secondary school are excluded from those tables crossed by the year individuals received their high school diploma (XHSYEAR).

The second reason is item non-response. The NRS-86 consisted of 231 (RA version) or 205 (USAR/ARNG version) questions administered in a one-hour time frame. Thus, questions toward the end of the survey booklet may exhibit decreases in the number of respondents who had the opportunity to respond to the questions. Recruits taking longer to complete the survey due to reading speed or response speed may have run out of time before completing the survey. Other recruits may have become frustrated with the length of the survey and entirely stopped responding. Survey respondents who did not answer questions or who made two or more responses when asked to "Mark only one" are not included in the tabulated question totals. Interpretation of items positioned later in the survey should be made more cautiously than of items positioned earlier in the survey.

Survey items in these appendixes are presented in five two-way cross-tabulation tables that correspond to the five crossing variables of interest. The tables for each survey item are typically presented on two facing pages. The page on the left contains the descriptive information about the survey item as well as the first two tables. The page on the right contains the remaining three tables. Figure 2 provides an example of a survey item that requested a "Mark only one" response. Survey items containing multiple response categories that preclude this standard method of presentation are displayed with one table per page.

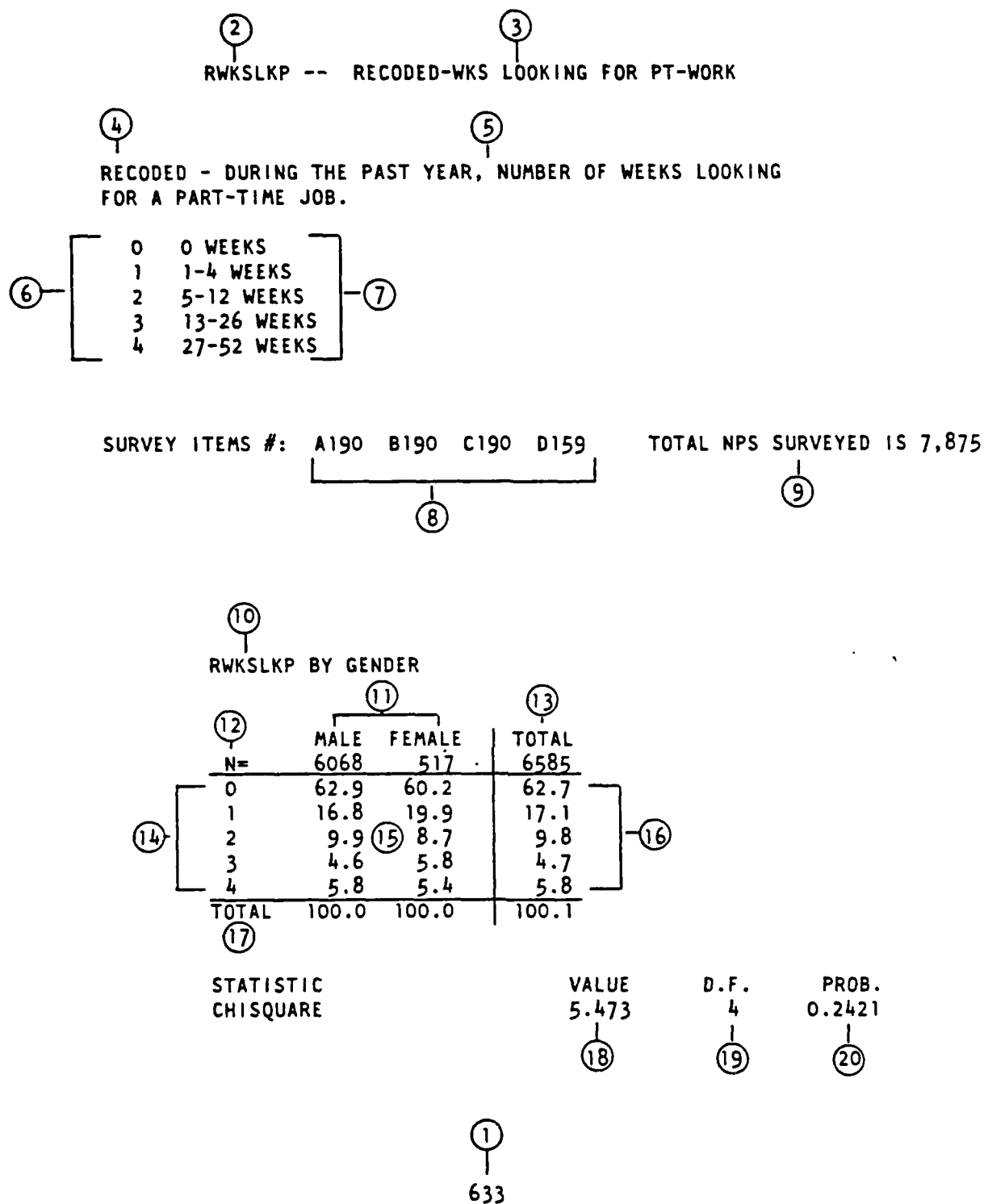


Figure 2. Example of a tabulation page for a recoded survey item



## EXPLANATION OF FIGURE 2

### CONTENTS OF A TABULATION PAGE FOR A RECODED SURVEY ITEM

- 1 Page number.
- 2 Variable name for tabled survey item.
- 3 Variable label.
- 4 Notation indicating that the survey item has been altered from its original format. Changes are due to regrouping of response alternatives.
- 5 Statement of survey item as it appears in the questionnaire.
- 6 Actual/recoded values of tables survey item.
- 7 Value labels for tabled survey item.
- 8 Question location on each form of the 1986 NRS. The letter of the survey form appears first followed by the question numbers. When the question was not included on a specific survey form, the space for that survey form (A-D) is left blank.
- 9 Total number of completed surveys received from non-prior service recruits in a specific Army component. This number is an unweighted count based on the survey sample. In this example, "Total NPS Surveyed is 7,875" means that 7,875 non-prior service RA respondents completed surveys.
- 10 Table title (survey item by crossing variable label).
- 11 Value labels for crossing variable. In this example, the labels describe the categories of gender which can only be male and female. Each of the crossing variable have unique value labels which will remain the same across survey item/table presentation.
- 12 Frequency counts of responses to survey item broken down by category of the crossing variable. These may be referred to as "marginal N's" since they provide an overall count or number of responses within each category of the crossing variable.
- 13 Total number of valid responses. This is a marginal N of total responses to this survey item across crossing variable categories. In contrast to item 9 (N of NPS completed surveys), this N will necessarily vary across tables due to missing values on particular survey items; however, this number will always be less than or equal to the number reported in item 9.
- 14 Survey item values. Only item values are presented in the actual tables to preserve clarity; however, these values are described (labeled) at the top of the tabulation page (see item 6).
- 15 Sample percentages broken down within crossing variable categories.
- 16 Sample percentages of responses across crossing variable categories. These percentages are presented for each survey item category.
- 17 Total column percents. These column percentages will equal 100% in all tables, since the percentages of sample responses within each crossing category must account for the total responses within that crossing category.
- 18 Value of the chi-square statistic.
- 19 Degrees of freedom (D.F.) associated with the chi-square statistic.
- 20 Probability based on the chi-square distribution (see the final section in this chapter for a discussion on interpretation of the chi-square statistic).

# T051 -- RECEIVED UNREQUESTED INFORMATION

DID YOU RECEIVE MILITARY RECRUITING LITERATURE IN THE MAIL WITHOUT ASKING FOR IT?

FOR WHICH SERVICE(S) DID YOU RECEIVE LITERATURE WITHOUT ASKING FOR IT?

- A RECEIVED MILITARY RECRUITING LITERATURE IN THE MAIL WITHOUT ASKING FOR IT
- B ARMY (REGULAR ACTIVE DUTY)
- C ARMY RESERVE
- D ARMY NATIONAL GUARD
- E AIR FORCE (REGULAR ACTIVE DUTY)
- F AIR FORCE RESERVE
- G AIR NATIONAL GUARD
- H NAVY (REGULAR ACTIVE DUTY)
- I NAVY RESERVE
- J MARINE CORPS (REGULAR ACTIVE DUTY)
- K MARINE CORPS RESERVE
- L COAST GUARD
- M ALL SERVICES TOGETHER

Survey Item Values and Value Labels  
Equating to Survey Variables  
T051A - T051M

SURVEY ITEMS #: A136 B136 C136 D109 TOTAL NPS SURVEYED IS 7,875

T051 BY GENDER

	MALE	FEMALE	TOTAL
N=	7126	570	7696
A	60.7	37.2	58.9
B	46.7	28.3	45.3
C	28.5	14.6	27.5
D	20.5	9.1	19.6
E	39.4	22.8	38.2
F	12.6	7.2	12.2
G	7.8	3.2	7.4
H	38.6	13.3	36.7
I	11.7	3.5	11.1
J	40.9	7.9	38.5
K	11.5	2.1	10.8
L	10.0	3.2	9.5
M	8.6	3.0	8.2

Chi-square Statistic  
with Associated Degrees  
of Freedom (DF) and  
Probability (P) for each  
Survey Variable

X <sup>2</sup>	DF	P
119.986	1	0.0001
72.546	1	0.0001
51.653	1	0.0001
43.016	1	0.0001
61.702	1	0.0001
14.475	1	0.0001
16.203	1	0.0001
144.484	1	0.0001
35.927	1	0.0001
243.008	1	0.0001
48.106	1	0.0001
28.542	1	0.0001
22.257	1	0.0001

Survey  
Item  
Values

Percentage of Respondents  
Checking Response Category

Figure 3. Example of a tabulation page for a serial list question set

"Mark all that apply" questions present a general question such as "Did you receive military recruiting literature in the mail without asking for it?", and then ask the respondent to evaluate a number of sources from which such literature might have been received. By selecting one or more military services, the respondent answers multiple True - False questions within the same question (e.g., True - False: Received Army (regular active duty) recruiting literature; True - False: Received Army Reserve recruiting literature; etc.). Each response category in such survey items is used to construct a dichotomous variable that indicates whether or not the respondent marked the item. Each serial response survey question has been combined into a single table for ease in interpretation and presentation. Figure 3 contains an example of such a serial response survey item. Each row in the table contains a different variable that corresponds to one of the possible response categories in the original survey question. Thus the example in Figure 3 condenses 12 individual tables into one summary table.

Each row in the summary table represents a table that includes both the percentage of individuals who checked the responses category and the percentage of individuals who did not check the particular response category. For example, rows A and B in the example summary table may be interpreted as follows:

- o 60.7% of all male respondents to item T051 reported having received military recruiting literature in the mail without asking for it. 39.3% of all male respondents did not report having received such literature. Similarly, 37.2% of all female respondents reported having received un-requested military recruiting literature in the mail, while 62.8% did not report having received such literature. 46.7% of all male respondents reported receiving regular active Army recruiting literature in the mail without asking for it, while 52.3% of all male respondents did not report receiving such regular active Army recruiting literature. The population percentages of all responses to item T051 categorized 58.9% of new recruits as having received military recruiting literature in the mail without asking for it and 41.1% as not receiving such literature.
- o The chi-square statistic associated with Row A in the table is testing the relationship between gender and receiving military recruiting literature in the mail without requesting it. The chi-square value at 119.986, with 1 degree of freedom, yields the probability of 0.0001. This is considered to be a highly significant statistical difference between groups.

#### Interpreting Pearson's Chi-Square Statistic

Pearson's chi-square statistic is reported for each of the tables in these appendixes. A significant chi-square indicates that the response pattern cannot be explained just by knowing how many respondents are in each category

and how many respondents marked each response. A nonsignificant chi-square indicates that the categories of respondents probably do not differ on the question. Because of the very large number of tables being presented, statistical significance for these tables should be set at the .001 probability level. That is, chi-squares with probability levels equal to or less than .001 should be taken as strongly indicating that the question responses do differ between categories of recruits. At this probability level, there is only 1 chance in a thousand that the chi-square would be significant by chance alone. A conservative rule of thumb when judging the significance of table is that if the probability level is no larger than .01 and preferably .001 or smaller, and the responses fall into some meaningful pattern, then it is likely that there is a real difference in the way the categories of recruits responded to the question.

#### COMPARISON OF NRS-86 TO PREVIOUS SURVEY RESULTS

##### Survey Demographics

Table 1 compares the 1986 New Recruit Survey respondents to those in 1983 through 1985 on several demographic variables thought to influence answers to the survey items: Armed Forces Qualification Test category (AFQT), recruiting brigade, gender, education, term of enlistment, and age at contracting. There are significant differences among the four samples. More high school diploma graduates entered onto active duty and participated in the NRS this year compared to all previous administrations. More 2-year enlistees participated in the 1986 survey than in previous years. More survey respondents from the southwest and fewer from the midwest and west participated in the 1986 survey. One of the most important differences is that fewer female respondents participated in the 1986 survey due to overcrowding of female barracks and subsequent expedited processing at reception battalions that resulted in many female respondents being unavailable for the survey administration.

##### Active Army (RA) Crossing Variable Comparability

The variables used as banners for the 1986 regular Army tabular description appendixes were created from official military personnel records (USAREC's Operational Reporting Master File - ORMF) and self-reported survey items. The comparability of these items to previous NRS administrations is not exact because of the method by which the crossing variables were developed. For example, the test category crossing variable created for 1986 survey respondents was calculated directly from the raw test scores recorded in each recruit's personnel file. Since AFQT category assignment depends on both the test version and date of administration, the crossing variable for 1986 has been calculated to correspond with the 1984 and 1985 NRS tabulation volumes. However, the 1986 AFQT category crossing variable is not comparable to that used in the 1983 tabulation volumes.

Table 1  
SURVEY DEMOGRAPHICS (NPS RA RECRUITS)

N (1983) = 8,605      N (1985) = 6,992  
N (1984) = 5,918      N (1986) = 7,875

AFQT*	REGION				GENDER				
	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	
I & II	36.0	30.7	40.5	37.6	MALE	90.4	89.1	84.0	92.7
IIIA	27.8	21.2	26.9	27.0	FEMALE	<u>9.6</u>	<u>10.9</u>	<u>16.0</u>	<u>7.3</u>
IIIB	30.4	35.8	31.1	33.2		100%	100%	100%	100%
IV	<u>5.8</u>	<u>12.3</u>	<u>1.5</u>	<u>2.2</u>					
	100%	100%	100%	100%					

EDUCATION	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>
NHSG	16.0	11.7	8.6	3.4
HSDG	81.3	86.9	87.8	93.8
POST	<u>2.7</u>	<u>1.4</u>	<u>3.6</u>	<u>2.8</u>
	100%	100%	100%	100%

TERM OF ENLISTMENT	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>
2	7.7	9.2	10.8	12.7
3	56.2	58.0	50.1	52.8
4	<u>36.1</u>	<u>32.8</u>	<u>39.1</u>	<u>34.5</u>
	100%	100%	100%	100%

AGE AT CONTRACTING	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>
17	39.9	48.7	49.1	49.0
18	22.4	27.7	24.7	24.8
19	12.4	9.6	9.3	9.2
20 - 24	18.4	11.6	13.0	13.2
OVER 24	<u>6.9</u>	<u>2.4</u>	<u>3.9</u>	<u>3.8</u>
	100%	100%	100%	100%

\* AFQT Norms: 1983 - WWII; 1984 - 6 - Youth Norms Revised Tables

SOURCE: MEPRS Data for 1983, ORMF Data for 1984 - 1986, and ARI Surveys of New Recruits

## U.S. Army Reserve and National Guard Crossing Variable Comparability

The variables used as banners for the 1986 Army Reserve tabular description appendixes are close to previous versions because of the method by which the crossing variables were developed. However, the comparability of the self-reported ethnic group variable is questionable. The ethnicity crossing variable created for 1986 survey respondents was developed from two questions on the survey. The first (RACE) asked the recruits if they were (a) American Indian or Alaskan Native, (b) Asian or Pacific Islander, (c) Black, or (d) White. The second question (ETHNIC) followed the first and asked recruits if they were of Hispanic background. This question approximates the U.S. Census Bureau's ethnicity question sequence but is not comparable to the 1983 through 1985 NRS question.

## Survey Item Comparability

Because of changes in the way survey items have been asked over the survey administration years, it is not possible to directly compare many items in the 1986 survey with similar items in previous surveys. For example, the ordering of questions is important and may change the meaning of a question. Previous surveys did not utilize the optically scannable survey booklet and answers were either written directly on the survey pages or transcribed to a separate answer sheet. These formats did not allow for complex patterns to skip sections of the survey that did not apply to the respondents' background or enlistment history. The 1986 survey contains many built-in skip patterns that route the respondents through the survey questions. These complex skip patterns may affect the way questions were perceived and the questions may no longer be comparable to previous versions.

While many comparisons of levels of responding among the 1983 through 1986 surveys may be invalid, comparisons of effects can be made if cautiously interpreted for most items that were used in two or more years' surveys. For items that were changed, relationships can be compared, but not response magnitudes. This caution should be kept in mind when comparing the NRS series of results. Readers interested in multi-year comparisons are encouraged to refer to the codebooks and user's manuals for each survey administration to ensure comparability of survey items, response categories, and crossing variables.

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# Tabular Description Index

Variable  
Name

Survey Item  
Content

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T051	DID YOU RECEIVE MILITARY RECRUITING LITERATURE IN THE MAIL WITHOUT ASKING FOR IT?
X110	DO YOU REMEMBER SEEING, HEARING, OR RECEIVING (BEFORE YOU ENLISTED) ANY ADVERTISING OR PROMOTIONAL MATERIALS FROM ALL THE MILITARY SERVICES TOGETHER?
X111	DO YOU REMEMBER SEEING, HEARING, OR RECEIVING ANY AIR FORCE ADVERTISING OR PROMOTIONAL MATERIALS BEFORE YOU ENLISTED?
X112	DO YOU REMEMBER SEEING, HEARING, OR RECEIVING ANY NAVY ADVERTISING OR PROMOTIONAL MATERIALS BEFORE YOU ENLISTED?
X113	DO YOU REMEMBER SEEING, HEARING, OR RECEIVING ANY MARINE CORPS ADVERTISING OR PROMOTIONAL MATERIALS BEFORE YOU ENLISTED?
X114	DO YOU REMEMBER SEEING, HEARING, OR RECEIVING ANY ARMY ADVERTISING OR PROMOTIONAL MATERIALS BEFORE YOU ENLISTED?
X115	HOW DID YOU RESPOND TO THESE ADVERTISEMENTS?
X140	WHAT TYPE OF RADIO DO YOU LISTEN TO?
X221/ T221	WHEN DO YOU REGULARLY LISTEN TO THE RADIO DURING THE WEEK-MONDAYS THROUGH FRIDAYS?
X222/ T222	WHEN DID YOU REGULARLY LISTEN TO THE RADIO DURING THE WEEKEND-SATURDAYS AND SUNDAYS?
X691/ T691	WHAT WAS THE AVERAGE NUMBER OF HOURS PER WEEK THAT YOU SPENT LISTENING TO RADIO?
T276	WHAT TIME ZONE DID YOU LIVE IN WHEN YOU SIGNED YOUR CONTRACT?
X690	WHAT WAS THE AVERAGE NUMBER OF HOURS PER WEEK THAT YOU SPENT WATCHING TELEVISION?
X232	WHEN DID YOU REGULARLY WATCH TV DURING THE WEEK-MONDAYS THROUGH FRIDAYS?

# Tabular Description Index

Variable Name	Survey Item Content
X233	WHEN DID YOU REGULARLY WATCH TV DURING THE WEEKEND-SATURDAYS AND SUNDAYS?
T692	HOW MANY DAYS PER WEEK ON THE AVERAGE DID YOU READ A NEWSPAPER?
X693	HOW MANY HOURS PER WEEK ON THE AVERAGE DID YOU SPEND READING MAGAZINES?
X225	KING BISCUIT HOUR
X673/ T673	ROCK QUIZ/STAR QUIZ
X674/ T674	COAST-TO-COAST
X675/ T675	WALT LOVE'S COUNTDOWN
X228/ T228	ROCKLINE
X227/ T227	METAL SHOP
X226/ T226	AMERICA'S TOP 40 (CASEY KASEM)
X671/ T671	OFF THE RECORD
X672/ T672	RICK DEES TOP 40
Y062	LIVE AT THE APOLLO
X678/ T678	ROCK OVER LONDON
X679/ T679	STREET BEAT (BARNETT ROBBINS)
X680/	WESTWOOD ONE'S I

# Tabular Description Index

Variable Name	Survey Item Content
X681/ T681	NBC SOURCE
X240	SOLID GOLD
X241	SOUL TRAIN
X242	AMERICAN BANDSTAND
X243	DANCE FEVER
X244	MOVIES ON NETWORK TV
X755	MUSIC VIDEOS (NOT INCLUDING CABLE TV)
X756	EARLY/LATE NEWS
X757	DAVID LETTERMAN SHOW
X248	SOAP OPERAS
X249	PROFESSIONAL BOWLING
X250	NFL FOOTBALL - REGULAR SEASON WEEKEND GAMES
X251	NFL FOOTBALL - REGULAR SEASON MONDAY NIGHT (OR PRIME- TIME EVENING)
X252	NFL PLAYOFFS
X253	SUPERBOWL
Y063	USFL FOOTBALL
Y064	NCAA BASKETBALL - REGULAR SEASON GAMES
Y065	NCAA BASKETBALL PLAYOFFS
Y066	NBA - REGULAR SEASON GAMES
Y067	NBA PLAYOFFS
Y068	NEWHART
Y069	WHO'S THE BOSS

# Tabular Description Index

Variable Name	Survey Item Content
Y070	THE COSBY SHOW
Y071	FAMILY TIES
Y072	CHEERS
Y073	NIGHT COURT
Y074	GIMME A BREAK
Y075	CAGNEY AND LACEY
Y076	THE EQUALIZER
Y077	SIMON AND SIMON
Y078	HILL STREET BLUES
Y079	BLACKIE'S MAGIC
Y080	MOONLIGHTING
Y081	MACGIVER
Y082	STINGRAY
Y083	AIRWOLF
Y084	THE A-TEAM
Y085	HUNTER
Y086	MIAMI VICE
Y087	HARDCASTLE AND MCCORMICK
Y088	RIPTIDE
Y089	KNIGHT RIDER
Y090	AMAZING STORIES
Y091	ALFRED HITCHCOCK

# Tabular Description Index

Variable Name	Survey Item Content
Y092	60 MINUTES
Y093	RIPLEY'S BELIEVE IT OR NOT
Y094	TWILIGHT ZONE
X173	IS THERE CABLE TV IN THE HOUSEHOLD WHERE YOU WERE LIVING BEFORE YOU ENTERED THE ARMY?
X747	SPORTS PROGRAMMING ON CABLE ONLY CHANNELS
X748	MOVIES WITHOUT COMMERCIALS ON CABLE ONLY CHANNELS
X749	MOVIES WITH COMMERCIALS ON CABLE ONLY CHANNELS
X750	RERUNS OF OLD PROGRAMS ON CABLE ONLY CHANNELS
X751	MUSIC VIDEOS (NOT INCLUDING MTV) ON CABLE ONLY CHANNELS
X752	MTV - ON CABLE ONLY CHANNELS
X753	NEWS ON CABLE ONLY CHANNELS
X754	OTHER PROGRAMS ON CABLE ONLY CHANNELS
X534	PEOPLE
X535	HOTROD
X536	SPORTS AFIELD
X537	OMNI
X538	POPULAR MECHANICS
X539	EBONY
X540	TV GUIDE
X541	MOTOR TREND
X542	SPORT ILLUSTRATED
X543	MECHANIX ILLUSTRATED

# Tabular Description Index

Variable Name	Survey Item Content
X544	TIME
X545	NEWSWEEK
X546	JET
X547	CAR & DRIVER
X548	SPORT
X549	LIFE
X550	FIELD AND STREAM
X551	POPULAR SCIENCE
X552	READER'S DIGEST
X553	READER'S DIGEST-SPANISH LANGUAGE
X554	DISCOVER
X555	NATIONAL GEOGRAPHIC
X556	ROAD & TRACK
X557	SPORTING NEWS
X558	ROLLING STONE
X559	US
X560	CAR CRAFT
X561	SCIENCE DIGEST
X562	INSIDE SPORTS
X563	SCIENCE 86/87
X564	GAMES
X565	U.S. NEWS AND WORLD REPORT
X694	OUTDOOR LIFE



Appendix A

Active Army Media Tabulations, Part 1

T051 -- RECEIVED UNREQUESTED INFORMATION

DID YOU RECEIVE MILITARY RECRUITING LITERATURE IN THE MAIL WITHOUT ASKING FOR IT?

FOR WHICH SERVICE(S) DID YOU RECEIVE LITERATURE WITHOUT ASKING FOR IT?

- A RECEIVED MILITARY RECRUITING LITERATURE IN THE MAIL WITHOUT ASKING FOR IT
- B ARMY (REGULAR ACTIVE DUTY)
- C ARMY RESERVE
- D ARMY NATIONAL GUARD
- E AIR FORCE (REGULAR ACTIVE DUTY)
- F AIR FORCE RESERVE
- G AIR NATIONAL GUARD
- H NAVY (REGULAR ACTIVE DUTY)
- I NAVY RESERVE
- J MARINE CORPS (REGULAR ACTIVE DUTY)
- K MARINE CORPS RESERVE
- L COAST GUARD
- M ALL SERVICES TOGETHER

SURVEY ITEMS #: A136 B136 C136 D109 TOTAL NPS SURVEYED IS 7,875

T051 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	7126	570	7696	X	DF	P
A	60.7	37.2	58.9	119.986	1	0.0001
B	46.7	28.3	45.3	72.546	1	0.0001
C	28.5	14.6	27.5	51.653	1	0.0001
D	20.5	9.1	19.6	43.016	1	0.0001
E	39.4	22.8	38.2	61.702	1	0.0001
F	12.6	7.2	12.2	14.475	1	0.0001
G	7.8	3.2	7.4	16.203	1	0.0001
H	38.6	13.3	36.7	144.484	1	0.0001
I	11.7	3.5	11.1	35.927	1	0.0001
J	40.9	7.9	38.5	243.008	1	0.0001
K	11.5	2.1	10.8	48.106	1	0.0001
L	10.0	3.2	9.5	28.542	1	0.0001
M	8.6	3.0	8.2	22.257	1	0.0001

T051 BY HIGHEST EDUCATION

N=	POST	HSDG	NHSG	TOTAL	2	DF	P
	219	7210	267	7696	X		
A	36.5	60.5	33.3	58.9	125.398	2	0.0001
B	26.9	46.7	24.3	45.3	82.564	2	0.0001
C	14.2	28.4	13.9	27.5	47.452	2	0.0001
D	7.3	20.4	8.2	19.6	45.880	2	0.0001
E	21.9	39.5	15.0	38.2	91.079	2	0.0001
F	5.5	12.7	4.9	12.2	24.226	2	0.0001
G	3.2	7.7	4.1	7.4	10.521	2	0.0052
H	21.5	37.9	15.7	36.7	77.062	2	0.0001
I	4.1	11.6	3.0	11.1	30.514	2	0.0001
J	14.2	39.9	18.4	38.5	106.983	2	0.0001
K	3.2	11.2	5.2	10.8	22.984	2	0.0001
L	2.7	9.9	3.4	9.5	24.657	2	0.0001
M	4.6	8.5	2.6	8.2	15.836	2	0.0004

T051 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL	2		
N=	252	2485	1738	2353	6828	X	DF	P
A	47.6	56.6	63.6	67.6	61.9	85.952	3	0.0001
B	33.3	42.5	49.6	53.3	47.7	80.726	3	0.0001
C	15.5	23.5	31.0	35.4	29.2	109.080	3	0.0001
D	9.5	17.3	22.6	24.9	21.0	63.770	3	0.0001
E	20.2	34.4	43.0	47.3	40.5	131.535	3	0.0001
F	4.8	9.5	14.7	16.2	13.0	66.862	3	0.0001
G	3.2	6.3	8.5	9.8	7.9	28.751	3	0.0001
H	20.2	33.7	41.1	46.6	39.5	126.041	3	0.0001
I	4.8	9.5	12.5	15.3	12.1	51.023	3	0.0001
J	27.0	35.9	43.4	48.8	41.9	107.263	3	0.0001
K	6.0	9.8	12.8	13.7	11.8	27.739	3	0.0001
L	4.8	7.3	11.4	13.1	10.3	55.011	3	0.0001
M	4.8	7.1	9.3	10.8	8.9	26.335	3	0.0001

T051 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL	2		
N=	5105	1786	6891	X	DF	P
A	65.1	44.0	59.6	245.117	1	0.0001
B	50.0	35.4	46.2	113.228	1	0.0001
C	31.9	17.6	28.2	134.500	1	0.0001
D	23.1	10.8	19.9	126.848	1	0.0001
E	43.8	25.8	39.1	180.879	1	0.0001
F	14.1	8.3	12.6	40.201	1	0.0001
G	8.5	4.6	7.5	28.963	1	0.0001
H	42.7	22.8	37.6	222.907	1	0.0001
I	13.0	6.8	11.4	50.381	1	0.0001
J	44.6	23.8	39.2	240.740	1	0.0001
K	12.5	6.0	10.8	58.091	1	0.0001
L	11.2	5.1	9.6	56.795	1	0.0001
M	9.1	5.7	8.2	20.428	1	0.0001

T051 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	5662	1553	247	234	7696	X	DF	P
A	60.2	56.5	51.8	50.4	58.9	19.751	3	0.0002
B	47.2	41.0	37.3	38.9	45.3	30.056	3	0.0001
C	29.9	20.7	20.7	21.4	27.5	63.192	3	0.0001
D	21.5	14.9	10.9	15.0	19.6	49.002	3	0.0001
E	39.8	34.0	33.6	32.1	38.2	23.647	3	0.0001
F	13.3	9.0	10.5	9.4	12.2	23.224	3	0.0001
G	8.3	4.9	4.9	6.4	7.4	22.821	3	0.0001
H	38.8	30.5	29.2	33.3	36.7	43.869	3	0.0001
I	12.2	8.0	7.3	10.3	11.1	25.429	3	0.0001
J	41.0	31.4	29.6	33.8	38.5	58.081	3	0.0001
K	11.5	8.2	10.9	9.4	10.8	14.750	3	0.0020
L	10.3	7.8	3.6	5.6	9.5	23.997	3	0.0001
M	8.5	7.5	6.5	6.8	8.2	3.203	3	0.3614

X110 -- RECALL JOINT SERVICES ADVERTISING

DO YOU REMEMBER SEEING, HEARING, OR RECEIVING (BEFORE YOU ENLISTED) ANY  
ADVERTISING OR PROMOTIONAL MATERIALS FROM ALL THE MILITARY SERVICES  
TOGETHER?

- J NO - GO TO QUESTION #138
- A YES - ON TELEVISION
- L YES - IN MAGAZINES YOU SUBSCRIBE TO OR BUY
- M YES - IN MAGAZINES YOU RECEIVED AT SCHOOL
- C YES - ON THE RADIO
- D YES - IN THE HELP WANTED SECTION OF A NEWSPAPER
- E YES - IN OTHER PARTS OF THE NEWSPAPER
- F YES - IN THE MAIL
- G YES - IN AN ARMY RECRUITING STATION
- H YES - AT SCHOOL
- I YES - FROM A FRIEND
- K YES - BUT NONE OF THE ABOVE

SURVEY ITEMS #: A137 B137 C137 D110 TOTAL NPS SURVEYED IS 7,875

X110 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	7140	575	7715	X	DF	P
J	32.8	33.7	32.9	0.223	1	0.6365
A	58.3	57.0	58.2	0.318	1	0.5728
L	28.1	30.3	28.2	1.247	1	0.2640
M	20.4	19.5	20.4	0.300	1	0.5840
C	36.0	41.6	36.4	7.059	1	0.0079
D	6.1	7.0	6.1	0.712	1	0.3989
E	7.2	7.0	7.2	0.064	1	0.7999
F	25.1	12.7	24.2	44.825	1	0.0001
G	18.8	18.8	18.8	0.000	1	0.9863
H	26.1	30.3	26.4	4.826	1	0.0280
I	15.0	15.3	15.1	0.029	1	0.8656
K	1.5	2.1	1.6	1.021	1	0.3124



X110 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL	2		
N=	218	7233	264	7715	X	DF	P
J	30.7	32.7	39.5	32.9	5.730	2	0.0570
A	63.3	58.1	54.6	58.2	3.788	2	0.1504
L	35.8	28.2	24.2	28.2	8.218	2	0.0164
M	11.9	20.9	13.6	20.4	18.048	2	0.0001
C	39.9	36.5	32.6	36.4	2.837	2	0.2420
D	10.6	6.0	5.7	6.1	7.607	2	0.0223
E	9.6	7.2	5.7	7.2	2.831	2	0.2429
F	16.5	24.8	13.6	24.2	24.581	2	0.0001
G	17.0	18.9	16.3	18.8	1.608	2	0.4475
H	18.4	27.0	16.3	26.4	22.461	2	0.0001
I	11.0	15.3	11.4	15.1	5.994	2	0.0499
K	1.8	1.6	2.3	1.6	0.951	2	0.6215

X110 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL	2		
N=	251	2498	1749	2347	6845	X	DF	P
J	39.0	37.9	30.4	27.6	32.5	66.813	3	0.0001
A	40.6	50.8	60.9	66.5	58.4	160.597	3	0.0001
L	19.1	23.3	30.1	33.0	28.2	70.318	3	0.0001
M	15.1	19.0	21.9	22.2	20.7	14.180	3	0.0027
C	22.7	31.1	38.5	41.0	36.1	76.021	3	0.0001
D	3.6	5.5	6.3	6.9	6.1	6.906	3	0.0750
E	5.2	6.7	7.3	8.1	7.3	5.268	3	0.1532
F	21.1	24.1	27.2	26.4	25.6	8.986	3	0.0295
G	13.6	19.0	20.0	18.5	18.9	6.428	3	0.0926
H	22.3	25.0	28.8	26.5	26.4	10.034	3	0.0183
I	12.0	16.3	16.6	13.3	15.2	13.640	3	0.0034
K	4.0	1.4	1.6	1.4	1.5	11.068	3	0.0114

X110 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL	2		
N=	5119	1794	6913	X	DF	P
J	31.6	35.6	32.6	9.289	1	0.0023
A	59.3	56.3	58.5	4.765	1	0.0290
L	29.2	27.2	28.7	2.805	1	0.0940
M	22.8	14.6	20.6	54.688	1	0.0001
C	36.8	36.9	36.8	0.011	1	0.9183
D	5.2	8.6	6.1	26.804	1	0.0001
E	7.2	7.3	7.2	0.019	1	0.8915
F	27.1	16.6	24.4	80.622	1	0.0001
G	18.9	17.4	18.5	1.980	1	0.1594
H	29.2	19.4	26.7	65.582	1	0.0001
I	16.2	11.6	15.0	22.390	1	0.0001
K	1.4	2.1	1.6	3.941	1	0.0471

X110 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	5663	1569	249	234	7715	X	DF	P
J	31.9	37.2	32.1	27.9	32.9	18.204	3	0.0004
A	60.1	50.9	57.8	60.3	58.2	42.877	3	0.0001
L	29.3	23.4	26.5	36.3	28.2	29.446	3	0.0001
M	20.6	19.4	18.5	23.1	20.4	2.763	3	0.4296
C	38.3	30.8	31.3	34.6	36.4	33.292	3	0.0001
D	6.0	6.2	6.8	7.7	6.1	1.286	3	0.7324
E	6.9	7.5	7.6	11.5	7.2	7.453	3	0.0588
F	24.2	23.8	24.5	26.9	24.2	1.073	3	0.7836
G	18.3	19.4	22.1	21.4	18.8	4.076	3	0.2534
H	26.5	26.1	24.5	27.8	26.4	0.763	3	0.8583
I	14.6	16.1	16.1	18.8	15.1	5.221	3	0.1563
K	1.6	1.5	2.4	1.7	1.6	1.177	3	0.7586

X111 -- RECALL AIR FORCE ADVERTISING

DO YOU REMEMBER SEEING, HEARING, OR RECEIVING ANY AIR FORCE ADVERTISING  
OR PROMOTIONAL MATERIALS BEFORE YOU ENLISTED?

- J NO - GO TO QUESTION #139
- A YES - ON TELEVISION
- L YES - IN MAGAZINES YOU SUBSCRIBE TO OR BUY
- M YES - IN MAGAZINES YOU RECEIVED AT SCHOOL
- C YES - ON THE RADIO
- D YES - IN THE HELP WANTED SECTION OF A NEWSPAPER
- E YES - IN OTHER PARTS OF THE NEWSPAPER
- F YES - IN THE MAIL
- G YES - IN AN AIR FORCE RECRUITING STATION
- H YES - AT SCHOOL
- I YES - FROM A FRIEND
- K YES - BUT NONE OF THE ABOVE

SURVEY ITEMS #: A138 B138 C138 D111 TOTAL NPS SURVEYED IS 7,875

X111 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	7129	574	7703	X	DF	P
J	27.8	27.3	27.8	0.081	1	0.7753
A	56.8	56.1	56.7	0.101	1	0.7501
L	31.1	32.4	31.2	0.441	1	0.5068
M	22.8	21.1	22.7	0.919	1	0.3377
C	31.3	35.4	31.6	4.103	1	0.0428
D	3.8	4.0	3.8	0.070	1	0.7913
E	5.7	5.1	5.6	0.378	1	0.5385
F	38.4	24.7	37.4	42.393	1	0.0001
G	13.0	15.0	13.1	1.905	1	0.1675
H	26.9	31.7	27.2	6.256	1	0.0124
I	13.9	20.9	14.5	20.919	1	0.0001
K	1.6	1.7	1.6	0.100	1	0.7521

X111 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL	2		
N=	217	7222	264	7703	X	DF	P
J	22.3	27.5	40.3	27.8	23.690	2	0.0001
A	64.1	56.8	50.0	56.7	9.617	2	0.0082
L	41.0	31.1	23.9	31.2	16.373	2	0.0003
M	16.6	23.1	15.5	22.7	13.142	2	0.0014
C	39.6	31.6	25.4	31.6	11.208	2	0.0037
D	9.2	3.7	3.4	3.8	17.922	2	0.0001
E	5.5	5.7	4.2	5.6	1.099	2	0.5773
F	29.0	38.4	15.9	37.4	61.813	2	0.0001
G	21.7	12.9	11.0	13.1	15.167	2	0.0005
H	15.7	28.1	12.5	27.2	46.442	2	0.0001
I	9.2	14.8	8.0	14.5	14.724	2	0.0006
K	2.3	1.6	1.1	1.6	1.063	2	0.5878

X111 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL	2		
N=	249	2497	1741	2347	6834	X	DF	P
J	43.2	35.3	26.0	18.2	27.3	210.638	3	0.0001
A	34.9	46.0	59.3	69.4	57.0	323.513	3	0.0001
L	15.7	21.5	31.9	43.1	31.4	292.137	3	0.0001
M	12.1	17.9	23.5	29.6	23.1	110.493	3	0.0001
C	16.1	23.4	31.0	42.1	31.5	225.985	3	0.0001
D	2.4	2.9	3.7	5.0	3.8	15.520	3	0.0014
E	2.4	4.4	5.9	7.4	5.7	25.541	3	0.0001
F	21.7	33.8	40.6	46.2	39.3	112.376	3	0.0001
G	7.6	10.0	12.8	17.1	13.0	61.166	3	0.0001
H	17.3	21.9	27.9	34.1	27.4	104.171	3	0.0001
I	10.0	11.7	14.9	16.7	14.2	28.785	3	0.0001
K	.8	1.4	2.1	1.6	1.6	4.346	3	0.2265



X111 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL	2		
N=	5120	1793	6913	X	DF	P
J	25.4	32.9	27.3	37.255	1	0.0001
A	58.2	54.6	57.2	7.104	1	0.0077
L	32.3	29.8	31.7	3.792	1	0.0515
M	25.6	16.3	23.1	64.033	1	0.0001
C	32.2	30.6	31.8	1.433	1	0.2312
D	3.3	5.2	3.8	13.042	1	0.0003
E	5.9	4.9	5.7	2.631	1	0.1048
F	42.8	24.5	38.1	188.056	1	0.0001
G	12.5	14.8	13.1	6.249	1	0.0124
H	31.1	17.8	27.6	117.174	1	0.0001
I	15.6	11.8	14.6	15.066	1	0.0001
K	1.4	2.0	1.6	2.391	1	0.1220

X111 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	5655	1567	249	232	7703	X	DF	P
J	26.9	29.6	31.7	33.3	27.8	10.484	3	0.0149
A	58.6	51.2	51.0	54.7	56.7	31.441	3	0.0001
L	33.1	25.1	25.7	30.6	31.2	39.883	3	0.0001
M	23.3	21.6	18.1	20.3	22.7	5.962	3	0.1135
C	34.0	25.7	22.9	23.3	31.6	56.294	3	0.0001
D	3.8	4.1	2.4	3.9	3.8	1.669	3	0.6438
E	5.6	5.7	2.8	8.2	5.6	6.601	3	0.0858
F	38.8	34.8	28.5	29.3	37.4	24.097	3	0.0001
G	13.3	13.5	9.2	10.8	13.1	4.745	3	0.1914
H	27.9	26.1	21.3	25.4	27.2	7.058	3	0.0701
I	13.7	17.3	11.7	16.4	14.5	15.078	3	0.0018
K	1.6	1.7	1.6	1.3	1.6	0.187	3	0.9796

X112      -- RECALL NAVY ADVERTISING

DO YOU REMEMBER SEEING, HEARING, OR RECEIVING ANY NAVY ADVERTISING OR  
PROMOTIONAL MATERIALS BEFORE YOU ENLISTED?

- J    NO - GO TO QUESTION #140
- A    YES - ON TELEVISION
- L    YES - IN MAGAZINES YOU SUBSCRIBE TO OR BUY
- M    YES - IN MAGAZINES YOU RECEIVED AT SCHOOL
- C    YES - ON THE RADIO
- D    YES - IN THE HELP WANTED SECTION OF A NEWSPAPER
- E    YES - IN OTHER PARTS OF THE NEWSPAPER
- F    YES - IN THE MAIL
- G    YES - IN A NAVY RECRUITING STATION
- H    YES - AT SCHOOL
- I    YES - FROM A FRIEND
- K    YES - BUT NONE OF THE ABOVE

SURVEY ITEMS #:    A139    B139    C139    D112      TOTAL NPS SURVEYED IS 7,875

X112 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	7090	576	7666	X	DF	P
J	30.4	37.6	31.0	12.745	1	0.0004
A	54.2	49.5	53.9	4.812	1	0.0283
L	26.9	24.7	26.7	1.370	1	0.2418
M	19.9	15.6	19.6	6.149	1	0.0131
C	27.8	26.6	27.8	0.435	1	0.5095
D	3.7	3.7	3.7	0.004	1	0.9517
E	4.8	3.5	4.7	2.202	1	0.1378
F	34.9	14.4	33.3	100.440	1	0.0001
G	11.8	11.3	11.7	0.111	1	0.7390
H	23.8	24.7	23.8	0.238	1	0.6254
I	13.3	16.8	13.5	5.793	1	0.0161
K	2.0	2.6	2.1	0.910	1	0.3401

X112 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL	2		
N=	217	7182	267	7666	X	DF	P
J	27.9	30.6	43.2	31.0	20.155	2	0.0001
A	59.0	54.1	44.6	53.9	11.675	2	0.0029
L	39.2	26.6	19.9	26.7	23.656	2	0.0001
M	15.7	20.0	11.6	19.6	13.616	2	0.0011
C	36.9	27.7	22.5	27.8	12.731	2	0.0017
D	10.6	3.5	3.0	3.7	30.160	2	0.0001
E	5.5	4.7	4.5	4.7	0.342	2	0.8429
F	23.0	34.3	15.0	33.3	54.050	2	0.0001
G	18.4	11.7	7.9	11.7	13.322	2	0.0013
H	16.1	24.6	8.6	23.8	43.610	2	0.0001
I	9.7	13.9	7.1	13.5	12.954	2	0.0015
K	1.8	2.0	3.0	2.1	1.236	2	0.5390

X112 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL	2		
N=	247	2482	1730	2333	6792	X	DF	P
J	46.3	38.0	29.3	20.1	29.9	216.623	3	0.0001
A	32.4	43.5	56.5	67.4	54.6	330.535	3	0.0001
L	13.0	18.0	26.8	38.8	27.2	289.684	3	0.0001
M	10.9	14.7	21.7	26.1	20.2	112.253	3	0.0001
C	11.3	20.0	28.1	38.3	28.0	235.268	3	0.0001
D	2.4	2.8	3.5	5.1	3.7	19.009	3	0.0003
E	2.8	3.2	5.1	6.6	4.8	32.156	3	0.0001
F	19.8	29.2	37.0	43.3	35.7	133.108	3	0.0001
G	6.5	8.7	11.9	15.8	11.9	66.030	3	0.0001
H	14.2	19.1	25.2	30.4	24.4	99.180	3	0.0001
I	8.9	11.4	14.3	15.7	13.5	23.525	3	0.0001
K	2.0	1.5	2.3	2.3	2.0	5.060	3	0.1675

X112 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL	2		
N=	5099	1785	6884	X	DF	P
J	28.1	36.6	30.3	45.190	1	0.0001
A	55.3	52.3	54.6	4.862	1	0.0275
L	27.6	25.9	27.2	1.874	1	0.1710
M	22.0	14.3	20.0	48.709	1	0.0001
C	28.4	27.0	28.0	1.275	1	0.2588
D	3.2	5.3	3.8	15.834	1	0.0001
E	4.8	4.8	4.8	0.015	1	0.9023
F	38.9	20.6	34.1	195.565	1	0.0001
G	11.8	11.9	11.8	0.006	1	0.9367
H	27.1	16.4	24.3	82.045	1	0.0001
I	14.4	11.6	13.7	8.659	1	0.0033
K	2.0	2.1	2.0	0.147	1	0.7019

## X112 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	5631	1557	247	231	7666	X	DF	P
J	29.6	35.8	36.8	25.4	31.0	28.755	3	0.0001
A	56.0	46.5	48.2	58.0	53.9	48.895	3	0.0001
L	29.1	18.4	21.1	29.9	26.7	76.690	3	0.0001
M	20.5	17.0	16.6	16.9	19.6	12.049	3	0.0072
C	30.4	20.6	19.0	21.2	27.8	73.064	3	0.0001
D	3.9	3.3	2.4	3.9	3.7	2.309	3	0.5109
E	4.8	4.4	3.2	8.2	4.7	7.937	3	0.0473
F	34.9	30.0	23.9	27.7	33.3	27.352	3	0.0001
G	12.4	9.8	7.7	12.1	11.7	12.298	3	0.0064
H	24.5	22.3	19.4	22.5	23.8	6.246	3	0.1002
I	13.3	14.6	12.2	13.9	13.5	2.140	3	0.5439
K	2.2	2.0	.8	1.7	2.1	2.293	3	0.5139



X113      -- RECALL MARINE CORPS ADVERTISING

DO YOU REMEMBER SEEING, HEARING, OR RECEIVING ANY MARINE CORPS  
ADVERTISING OR PROMOTIONAL MATERIALS BEFORE YOU ENLISTED?

- J   NO - GO TO QUESTION #141
- A   YES - ON TELEVISION
- L   YES - IN MAGAZINES YOU SUBSCRIBE TO OR BUY
- M   YES - IN MAGAZINES YOU RECEIVED AT SCHOOL
- C   YES - ON THE RADIO
- D   YES - IN THE HELP WANTED SECTION OF A NEWSPAPER
- E   YES - IN OTHER PARTS OF THE NEWSPAPER
- F   YES - IN THE MAIL
- G   YES - IN A MARINE CORPS RECRUITING STATION
- H   YES - AT SCHOOL
- I   YES - FROM A FRIEND
- K   YES - BUT NONE OF THE ABOVE

SURVEY ITEMS #:   A140   B140   C140   D113      TOTAL NPS SURVEYED IS 7,875

X113 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	7113	573	7686	X	DF	P
J	27.4	38.1	28.2	29.786	1	0.0001
A	55.7	50.6	55.3	5.558	1	0.0184
L	27.5	23.4	27.2	4.621	1	0.0316
M	21.0	14.3	20.5	14.465	1	0.0001
C	27.4	24.4	27.2	2.317	1	0.1280
D	3.4	3.0	3.3	0.272	1	0.6019
E	5.0	3.0	4.8	4.717	1	0.0299
F	37.7	8.9	35.6	191.860	1	0.0001
G	12.5	9.6	12.3	4.138	1	0.0419
H	25.1	23.6	25.0	0.678	1	0.4101
I	16.2	17.1	16.2	0.352	1	0.5532
K	2.2	2.1	2.2	0.024	1	0.8762

X113 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL	2		
N=	217	7203	266	7686	X	DF	P
J	28.7	27.9	37.3	28.2	11.032	2	0.0040
A	60.8	55.4	48.5	55.3	7.698	2	0.0213
L	35.9	27.2	19.9	27.2	15.481	2	0.0004
M	13.8	21.0	12.8	20.5	16.615	2	0.0002
C	30.9	27.2	22.9	27.2	3.923	2	0.1407
D	6.0	3.3	3.0	3.3	4.899	2	0.0864
E	4.6	4.9	4.1	4.8	0.329	2	0.8483
F	19.8	36.6	18.8	35.6	59.753	2	0.0001
G	14.3	12.3	9.0	12.3	3.456	2	0.1777
H	14.3	25.8	11.3	25.0	42.604	2	0.0001
I	9.2	16.6	10.9	16.2	14.264	2	0.0008
K	1.4	2.2	3.8	2.2	3.774	2	0.1515

X113 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL	2		
N=	247	2492	1734	2343	6816	X	DF	P
J	42.9	34.5	25.2	18.8	27.0	182.710	3	0.0001
A	36.8	44.6	59.3	67.8	56.0	308.117	3	0.0001
L	15.0	19.7	28.3	37.6	27.9	213.645	3	0.0001
M	13.0	17.2	22.4	25.7	21.3	63.269	3	0.0001
C	13.8	21.4	28.2	34.9	27.5	135.071	3	0.0001
D	4.9	2.8	3.1	4.1	3.4	8.949	3	0.0300
E	3.6	3.9	5.0	6.3	5.0	15.936	3	0.0012
F	23.1	33.1	40.3	44.6	38.5	94.981	3	0.0001
G	12.2	10.7	13.0	14.3	12.6	15.192	3	0.0017
H	17.0	21.7	26.3	30.4	25.7	58.346	3	0.0001
I	11.7	15.2	16.8	17.8	16.4	10.407	3	0.0154
K	3.2	1.6	2.5	2.4	2.1	7.008	3	0.0717

## X113 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL	2		
N=	5110	1789	6899	X	DF	P
J	25.5	35.1	28.0	60.162	1	0.0001
A	56.7	52.4	55.6	9.912	1	0.0016
L	28.6	24.8	27.6	9.626	1	0.0019
M	23.2	14.3	20.9	64.067	1	0.0001
C	28.2	24.7	27.3	8.326	1	0.0039
D	3.3	4.0	3.4	2.072	1	0.1501
E	5.1	4.3	4.9	1.671	1	0.1961
F	41.2	21.2	36.0	229.827	1	0.0001
G	12.6	11.1	12.2	3.058	1	0.0803
H	28.3	16.6	25.3	97.532	1	0.0001
I	17.6	12.7	16.3	22.624	1	0.0001
K	2.0	2.6	2.1	2.414	1	0.1202

X113 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	5647	1560	247	232	7686	X	DF	P
J	26.8	32.2	35.4	28.5	28.2	23.364	3	0.0001
A	57.4	49.0	50.6	53.5	55.3	37.451	3	0.0001
L	29.3	20.7	22.3	26.7	27.2	48.501	3	0.0001
M	21.5	18.3	16.2	15.5	20.5	14.447	3	0.0024
C	29.2	22.2	19.0	19.4	27.2	46.786	3	0.0001
D	3.4	3.5	1.2	3.0	3.3	3.756	3	0.2890
E	4.8	5.0	3.6	6.5	4.8	2.227	3	0.5266
F	37.2	31.4	26.3	31.9	35.6	29.262	3	0.0001
G	12.7	11.4	11.3	9.5	12.3	4.063	3	0.2547
H	25.8	23.2	21.5	20.7	25.0	8.654	3	0.0343
I	15.6	18.7	16.2	16.4	16.2	8.679	3	0.0339
K	2.4	1.7	.4	2.2	2.2	6.284	3	0.0986

X114 -- RECALL ARMY ADVERTISING

DO YOU REMEMBER SEEING, HEARING, OR RECEIVING ANY ARMY ADVERTISING OR PROMOTIONAL MATERIALS BEFORE YOU ENLISTED?

- J NO - GO TO QUESTION #144
- A YES - ON TELEVISION
- L YES - IN MAGAZINES YOU SUBSCRIBE TO OR BUY
- M YES - IN MAGAZINES YOU RECEIVED AT SCHOOL
- C YES - ON THE RADIO
- D YES - IN THE HELP WANTED SECTION OF A NEWSPAPER
- E YES - IN OTHER PARTS OF THE NEWSPAPER
- F YES - IN THE MAIL
- G YES - IN AN ARMY RECRUITING STATION
- H YES - AT SCHOOL
- I YES - FROM A FRIEND
- K YES - BUT NONE OF THE ABOVE

SURVEY ITEMS #: A141 B141 C141 D114 TOTAL NPS SURVEYED IS 7,875

X114 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	7098	573	7671	X	DF	P
J	10.9	9.3	10.8	1.436	1	0.2307
A	73.8	78.7	74.1	6.751	1	0.0094
L	44.7	51.1	45.2	8.934	1	0.0028
M	34.8	35.1	34.9	0.015	1	0.9031
C	51.9	61.8	52.6	20.928	1	0.0001
D	9.1	13.6	9.4	12.911	1	0.0003
E	10.6	11.5	10.6	0.505	1	0.4771
F	48.5	33.5	47.4	47.841	1	0.0001
G	43.6	47.1	43.9	2.620	1	0.1055
H	44.0	48.0	44.3	3.453	1	0.0631
I	31.2	37.0	31.6	8.393	1	0.0038
K	2.2	1.8	2.2	0.572	1	0.4494



X114 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL	2		
N=	217	7190	264	7671	X	DF	P
J	7.1	10.6	20.6	10.8	28.729	2	0.0001
A	83.9	74.1	68.6	74.1	15.035	2	0.0005
L	55.8	44.9	42.4	45.2	10.788	2	0.0045
M	23.0	35.5	27.7	34.9	20.555	2	0.0001
C	59.9	52.6	47.0	52.6	8.005	2	0.0183
D	16.1	9.2	9.9	9.4	12.012	2	0.0025
E	12.4	10.7	7.6	10.6	3.372	2	0.1852
F	31.3	48.6	27.3	47.4	69.572	2	0.0001
G	50.2	44.0	37.1	43.9	8.464	2	0.0145
H	29.0	45.4	25.8	44.3	60.972	2	0.0001
I	24.9	32.1	24.2	31.6	11.840	2	0.0027
K	4.6	2.1	2.3	2.2	6.126	2	0.0467

X114 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL	2		
N=	248	2481	1734	2340	6803	X	DF	P
J	17.5	14.0	10.0	6.7	10.5	78.617	3	0.0001
A	52.8	64.1	76.6	84.6	74.0	326.451	3	0.0001
L	25.8	34.6	45.6	57.0	44.8	282.376	3	0.0001
M	20.6	30.4	36.9	40.5	35.2	79.627	3	0.0001
C	28.2	42.1	54.3	63.4	52.0	278.879	3	0.0001
D	6.1	7.2	9.5	10.9	9.0	23.426	3	0.0001
E	7.7	8.8	10.7	13.0	10.7	24.765	3	0.0001
F	33.5	44.3	51.6	54.9	49.4	82.700	3	0.0001
G	31.9	37.2	45.9	50.8	43.9	107.863	3	0.0001
H	29.8	39.4	47.8	49.7	44.7	80.769	3	0.0001
I	21.0	29.3	33.1	33.4	31.4	24.166	3	0.0001
K	3.2	2.3	2.1	2.2	2.2	1.234	3	0.7448

X114 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL	2		
N=	5101	1789	6890	X	DF	P
J	9.1	14.7	10.5	43.607	1	0.0001
A	75.4	71.8	74.5	8.774	1	0.0031
L	47.1	41.7	45.7	15.281	1	0.0001
M	39.1	24.0	35.2	133.278	1	0.0001
C	54.4	49.5	53.1	12.732	1	0.0004
D	8.3	12.5	9.4	26.848	1	0.0001
E	10.9	10.5	10.8	0.210	1	0.6465
F	53.6	32.8	48.2	228.764	1	0.0001
G	45.9	39.2	44.1	23.499	1	0.0001
H	50.9	28.3	45.0	271.220	1	0.0001
I	34.0	24.7	31.6	53.075	1	0.0001
K	2.0	2.7	2.2	3.795	1	0.0514

## X114 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	5636	1555	248	232	7671	X	DF	P
J	10.3	12.9	11.3	8.9	10.8	9.326	3	0.0253
A	76.4	65.9	74.2	73.7	74.1	70.140	3	0.0001
L	48.0	35.4	40.7	45.7	45.2	80.929	3	0.0001
M	36.1	31.3	31.9	31.9	34.9	14.119	3	0.0027
C	56.2	41.5	47.2	46.6	52.6	112.061	3	0.0001
D	9.9	8.4	6.5	7.3	9.4	7.335	3	0.0619
E	10.6	10.6	8.5	14.7	10.6	5.192	3	0.1583
F	49.2	43.8	37.1	37.5	47.4	35.417	3	0.0001
G	45.3	40.3	38.7	39.7	43.9	16.856	3	0.0008
H	45.6	41.2	35.9	42.7	44.3	16.985	3	0.0007
I	31.1	33.5	33.5	29.7	31.6	4.169	3	0.2437
K	2.1	2.7	.4	2.6	2.2	5.924	3	0.1154

X115 -- RESPOND TO ADVERTISEMENTS

HOW DID YOU RESPOND TO THESE ADVERTISEMENTS?

- D IMPUTED: RESPONDED TO ARMY ADVERTISING
- A BY SENDING IN A CARD
- B BY CALLING A TOLL-FREE NUMBER
- C BY CONTACTING AN ARMY RECRUITER
- E NONE OF THE ABOVE

SURVEY ITEMS #: A143 B143 C143 D116 TOTAL NPS SURVEYED IS 7,875

X115 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	7078	572	7650	X	DF	P
D	45.6	45.3	45.6	0.025	1	0.8750
A	24.2	17.8	23.7	11.913	1	0.0006
B	3.4	3.9	3.4	0.310	1	0.5774
C	19.0	25.7	19.5	14.975	1	0.0001
E	7.0	7.4	7.1	0.086	1	0.7699

X115 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL	2		
N=	215	7171	264	7650	X	DF	P
D	40.9	46.2	31.8	45.6	23.295	2	0.0001
A	13.0	24.7	7.6	23.7	55.058	2	0.0001
B	7.9	3.4	.8	3.4	18.675	2	0.0001
C	19.5	19.7	16.3	19.5	1.830	2	0.4005
E	8.8	6.9	8.7	7.1	2.293	2	0.3177

X115 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL	2		
N=	249	2467	1739	2328	6783	X	DF	P
D	51.0	46.6	47.2	44.4	46.1	6.202	3	0.1022
A	20.1	22.2	26.1	27.4	24.9	21.958	3	0.0001
B	4.0	4.2	3.0	3.2	3.5	5.528	3	0.1370
C	25.3	19.6	19.4	17.6	19.1	10.095	3	0.0178
E	8.5	8.0	6.9	5.7	7.0	11.223	3	0.0106

X115 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL	2		
N=	5093	1781	6874	X	DF	P
D	48.8	36.7	45.6	77.002	1	0.0001
A	28.6	11.9	24.3	201.319	1	0.0001
B	3.3	3.7	3.4	0.539	1	0.4630
C	19.4	19.7	19.5	0.062	1	0.8026
E	6.6	7.1	6.7	0.612	1	0.4341

X115 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	5622	1550	245	233	7650	X	DF	P
D	44.0	52.0	43.3	43.4	45.6	32.242	3	0.0001
A	24.3	23.4	18.8	18.5	23.7	7.864	3	0.0489
B	3.3	4.3	.8	4.7	3.4	9.830	3	0.0201
C	18.6	23.2	20.0	18.0	19.5	16.673	3	0.0008
E	6.1	10.4	8.6	6.9	7.1	35.556	3	0.0001

X140 -- TYPE OF RADIO LISTEN TO

WHAT TYPE OF RADIO DID YOU LISTEN TO?

- A I DON'T REGULARLY LISTEN TO RADIO - GO TO QUESTION #149
- B FM AT HOME
- C FM/STEREO AT HOME
- D AM AT HOME
- K AM/STEREO AT HOME
- E FM IN THE CAR
- F FM/STEREO IN THE CAR
- G AM IN THE CAR
- L AM/STEREO IN THE CAR

SURVEY ITEMS #: A144 B144 C144 D117 TOTAL NPS SURVEYED IS 7,875

X140 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	6884	550	7434	X	DF	P
A	5.3	3.5	5.1	3.032	1	0.0816
B	18.5	21.5	18.7	2.908	1	0.0881
C	63.9	66.2	64.0	1.179	1	0.2775
D	4.3	4.9	4.4	0.432	1	0.5109
K	3.5	3.6	3.5	0.017	1	0.8965
E	16.2	12.9	16.0	4.173	1	0.0411
F	45.1	34.6	44.3	22.949	1	0.0001
G	4.7	5.8	4.8	1.302	1	0.2538
L	3.0	2.0	2.9	1.640	1	0.2003

X140 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL	2		
N=	213	6969	252	7434	X	DF	P
A	5.3	5.1	6.9	5.1	1.608	2	0.4475
B	23.5	18.7	15.1	18.7	5.358	2	0.0686
C	57.3	64.2	64.3	64.0	4.360	2	0.1130
D	6.6	4.4	1.6	4.4	7.166	2	0.0278
K	3.3	3.6	2.8	3.5	0.491	2	0.7822
E	18.3	16.2	8.3	16.0	12.055	2	0.0024
F	49.3	44.4	38.5	44.3	5.612	2	0.0605
G	12.7	4.7	1.6	4.8	34.672	2	0.0001
L	2.8	2.9	1.6	2.9	1.565	2	0.4573

X140 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL	2		
N=	233	2365	1698	2305	6601	X	DF	P
A	4.9	4.6	6.2	5.0	5.2	5.288	3	0.1519
B	21.9	20.2	17.6	17.6	18.7	8.530	3	0.0362
C	60.5	60.9	64.7	66.6	63.9	18.109	3	0.0004
D	5.6	4.8	3.8	4.4	4.4	3.175	3	0.3654
K	2.2	4.7	3.2	2.8	3.6	15.202	3	0.0017
E	16.3	17.1	16.0	16.4	16.5	0.904	3	0.8245
F	30.9	39.8	46.9	51.5	45.4	85.866	3	0.0001
G	3.4	4.3	4.0	6.3	4.9	15.074	3	0.0018
L	2.6	3.6	2.6	2.7	3.0	4.946	3	0.1758

X140 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL	2			
N=	4962	1738	6700	X	DF	P	
A	5.0	5.5	5.1	0.780	1	0.3771	
B	18.4	19.3	18.6	0.771	1	0.3799	
C	66.0	59.3	64.3	24.860	1	0.0001	
D	4.2	5.0	4.4	2.246	1	0.1340	
K	3.7	3.3	3.6	0.361	1	0.5480	
E	16.2	16.9	16.4	0.505	1	0.4773	
F	44.3	45.9	44.8	1.296	1	0.2549	
G	4.3	6.7	5.0	15.728	1	0.0001	
L	2.9	3.2	3.0	0.398	1	0.5282	

X140 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	5532	1447	236	219	7434	X	DF	P
A	5.1	5.3	3.9	6.5	5.1	1.582	3	0.6635
B	17.0	24.3	23.7	21.5	18.7	45.435	3	0.0001
C	63.9	65.8	60.6	60.3	64.0	4.553	3	0.2076
D	3.0	9.3	5.1	6.9	4.4	113.435	3	0.0001
K	2.5	7.2	3.8	4.6	3.5	73.645	3	0.0001
E	15.8	16.7	14.8	16.9	16.0	0.969	3	0.8087
F	47.9	33.5	36.4	34.3	44.3	111.574	3	0.0001
G	4.2	6.8	4.2	7.3	4.8	19.365	3	0.0002
L	2.2	5.4	2.1	4.1	2.9	43.299	3	0.0001



X221 -- TIMES REGULARLY LISTEN TO WEEKDAY RADIO

WHEN DID YOU REGULARLY LISTEN TO THE RADIO DURING THE WEEK-MONDAYS  
THROUGH FRIDAYS?

- A MORNINGS - 6 AM TO 10 AM
- B DAYTIME - 10 AM TO 3 PM
- C LATE AFTERNOON - 3 PM TO 7 PM
- D EVENINGS - 7 PM TO MIDNIGHT
- E OVERNIGHT - MIDNIGHT TO 6 AM
- F I DIDN'T REGULARLY LISTEN TO THE RADIO DURING THE WEEK
- G IMPUTED: DIDN'T REGULARLY LISTEN TO RADIO, VALID SKIP

SURVEY ITEMS #: A145 B145 C145 D118 TOTAL NPS SURVEYED IS 7,875

X221 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	7057	567	7624	X	DF	P
A	35.9	42.0	36.4	8.351	1	0.0039
B	26.7	26.8	26.7	0.006	1	0.9367
C	44.1	53.1	44.8	17.094	1	0.0001
D	60.8	64.2	61.0	2.583	1	0.1080
E	24.1	25.4	24.2	0.522	1	0.4700
F	7.2	5.2	7.1	3.289	1	0.0698
G	5.0	3.4	4.9	3.173	1	0.0748

X221 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL	2		
N=	214	7147	263	7624	X	DF	P
A	43.0	36.2	34.2	36.4	4.632	2	0.0987
B	30.4	26.4	32.3	26.7	6.176	2	0.0456
C	41.6	45.1	39.2	44.8	4.500	2	0.1054
D	47.7	61.5	59.7	61.0	16.882	2	0.0002
E	13.6	24.3	27.8	24.2	15.121	2	0.0005
F	9.5	6.9	8.8	7.1	3.272	2	0.1948
G	5.1	4.8	6.5	4.9	1.458	2	0.4824

X221 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL	2		
N=	251	2457	1735	2320	6763	X	DF	P
A	23.1	31.8	38.1	40.3	36.0	58.998	3	0.0001
B	29.1	25.8	25.7	27.5	26.4	3.273	3	0.3514
C	30.3	40.0	46.6	48.9	44.4	62.004	3	0.0001
D	51.4	59.3	62.3	62.6	60.9	16.245	3	0.0010
E	23.1	26.1	23.5	22.0	23.9	11.673	3	0.0086
F	8.4	7.5	6.1	7.3	7.1	3.836	3	0.2797
G	4.4	4.3	5.9	4.9	4.9	5.890	3	0.1171

X221 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL	2		
N=	5084	1776	6860	X	DF	P
A	37.0	36.0	36.7	0.588	1	0.4433
B	25.2	31.5	26.8	26.609	1	0.0001
C	46.0	43.4	45.3	3.678	1	0.0551
D	64.3	52.4	61.2	77.960	1	0.0001
E	24.9	21.9	24.1	6.547	1	0.0105
F	6.5	8.6	7.0	8.579	1	0.0034
G	4.8	5.2	4.9	0.643	1	0.4225

X221 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	5603	1545	248	228	7624	X	DF	P
A	37.8	31.3	33.5	39.5	36.4	23.987	3	0.0001
B	27.5	23.3	27.4	29.0	26.7	11.465	3	0.0095
C	46.1	38.9	50.0	47.8	44.8	28.819	3	0.0001
D	61.8	61.1	45.6	58.3	61.0	27.060	3	0.0001
E	22.6	31.7	14.9	21.5	24.2	68.259	3	0.0001
F	6.8	7.6	10.6	5.7	7.1	6.688	3	0.0825
G	4.9	4.8	3.6	6.1	4.9	1.674	3	0.6428

X222 -- TIMES REGULARLY LISTEN TO WEEKEND RADIO

WHEN DID YOU REGULARLY LISTEN TO THE RADIO DURING THE WEEKEND-SATURDAYS AND SUNDAYS?

- A MORNINGS - 6 AM TO 10 AM
- B DAYTIME - 10 AM TO 3 PM
- C LATE AFTERNOON - 3 PM TO 7 PM
- D EVENINGS - 7 PM TO MIDNIGHT
- E OVERNIGHT - MIDNIGHT TO 6 AM
- F I DIDN'T REGULARLY LISTEN TO THE RADIO DURING THE WEEKEND
- G IMPUTED: DIDN'T REGULARLY LISTEN TO RADIO, VALID SKIP

SURVEY ITEMS #: A146 B146 C146 D119 TOTAL NPS SURVEYED IS 7,875

X222 BY GENDER

	MALE	FEMALE	TOTAL		2		
N=	7037	564	7601	X	DF	P	
A	25.7	29.3	26.0	3.391	1	0.0656	
B	40.0	47.7	40.6	12.911	1	0.0003	
C	43.3	53.2	44.1	20.671	1	0.0001	
D	58.8	58.3	58.8	0.054	1	0.8170	
E	30.3	29.6	30.2	0.103	1	0.7484	
F	9.6	8.2	9.4	1.153	1	0.2829	
G	5.0	3.4	4.9	3.135	1	0.0766	

X222 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL		2		
N=	214	7126	261	7601	X	DF	P	
A	21.5	26.1	27.6	26.0	2.611	2	0.2710	
B	36.5	40.7	39.1	40.6	1.817	2	0.4032	
C	34.6	44.3	46.4	44.1	8.465	2	0.0145	
D	43.5	59.2	59.4	58.8	21.382	2	0.0001	
E	15.0	30.4	37.2	30.2	29.751	2	0.0001	
F	21.1	9.0	11.1	9.4	36.251	2	0.0001	
G	5.1	4.9	6.5	4.9	1.502	2	0.4719	

X222 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL	2		
N=	249	2450	1728	2318	6745	X	DF	P
A	20.1	24.3	28.2	26.0	25.7	12.197	3	0.0067
B	25.7	37.1	42.3	43.1	40.1	42.895	3	0.0001
C	31.3	40.3	45.5	45.9	43.2	33.361	3	0.0001
D	49.4	55.5	61.7	61.4	58.9	32.891	3	0.0001
E	25.7	31.0	30.0	29.6	30.1	3.609	3	0.3069
F	7.4	9.1	8.0	11.1	9.4	12.782	3	0.0051
G	4.4	4.3	6.0	4.9	5.0	5.928	3	0.1151

X222 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL	2			
N=	5072	1772	6844	X	DF	P	
A	27.1	22.4	25.9	15.154	1	0.0001	
B	41.7	37.6	40.6	9.218	1	0.0024	
C	44.9	42.2	44.2	3.941	1	0.0471	
D	61.4	52.3	59.0	45.347	1	0.0001	
E	31.6	25.7	30.1	22.224	1	0.0001	
F	8.2	12.8	9.4	32.412	1	0.0001	
G	4.8	5.3	4.9	0.642	1	0.4230	

X222 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	5584	1543	247	227	7601	X	DF	P
A	26.9	23.0	25.9	23.4	26.0	10.454	3	0.0151
B	42.6	33.2	39.3	42.3	40.6	44.634	3	0.0001
C	45.5	38.9	41.7	45.4	44.1	22.330	3	0.0001
D	60.2	55.1	54.7	55.1	58.8	16.061	3	0.0011
E	29.9	33.2	22.3	25.6	30.2	16.410	3	0.0009
F	9.7	8.7	9.1	10.2	9.4	1.597	3	0.6601
G	5.0	4.8	3.6	6.2	4.9	1.686	3	0.6402

X691 -- AVERAGE NUMBER HRS/WK LISTENING TO RADIO

WHAT WAS THE AVERAGE NUMBER OF HOURS PER WEEK THAT YOU  
SPENT LISTENING TO RADIO? (MARK ONLY ONE)

- 1 2 HOURS OR LESS PER WEEK
- 2 3 TO 5 HOURS PER WEEK
- 3 6 TO 10 HOURS PER WEEK
- 4 11 TO 15 HOURS PER WEEK
- 5 16 TO 20 HOURS PER WEEK
- 6 MORE THAN 20 HOURS PER WEEK
- 8 DIDN'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A147 B147 C147 D120 TOTAL NPS SURVEYED IS 7,875

X691 BY GENDER

	MALE	FEMALE	TOTAL
N=	7036	565	7601
1	5.9	4.4	5.8
2	14.4	13.5	14.3
3	19.3	16.6	19.1
4	14.3	16.8	14.5
5	12.8	12.2	12.8
6	28.3	33.1	28.6
8	5.1	3.4	4.9
TOTAL	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	14.047	6	0.0291

X691 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	214	7124	263	7601
1	10.3	5.7	5.7	5.8
2	26.2	14.1	10.7	14.3
3	22.4	19.1	16.0	19.1
4	11.7	14.6	13.7	14.5
5	9.4	12.9	12.2	12.8
6	15.0	28.8	35.4	28.6
8	5.1	4.9	6.5	4.9
TOTAL	100.1	100.1	100.2	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	56.771	12	0.0001

X691 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	247	2447	1729	2319	6742
1	8.9	7.1	5.4	4.7	5.9
2	19.8	14.7	13.9	14.5	14.6
3	19.8	18.1	19.4	20.6	19.4
4	10.9	13.7	15.7	14.1	14.3
5	11.3	12.6	12.4	13.7	12.9
6	24.7	29.5	27.2	27.5	28.0
8	4.5	4.3	6.0	4.9	5.0
TOTAL	99.9	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	41.466	18	0.0013

X691 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	5074	1770	6844
1	5.3	7.4	5.8
2	13.4	17.4	14.4
3	19.3	18.3	19.1
4	14.9	13.7	14.6
5	12.8	12.4	12.7
6	29.6	25.5	28.5
8	4.8	5.3	4.9
TOTAL	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	35.436	6	0.0001

X691 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5589	1538	246	228	7601
1	5.3	6.8	9.8	7.9	5.8
2	14.0	14.2	18.7	19.3	14.3
3	19.9	15.8	21.5	18.4	19.1
4	14.3	15.2	12.6	14.5	14.5
5	13.3	11.8	12.2	7.0	12.8
6	28.3	31.4	21.5	26.8	28.6
8	5.0	4.8	3.7	6.1	4.9
TOTAL	100.1	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	53.071	18	0.0001

T276 -- TIME ZONE LIVING AT CONTRACTING

WHAT TIME ZONE DID YOU LIVE IN WHEN YOU SIGNED YOUR CONTRACT?

- 1 EASTERN
- 2 CENTRAL
- 3 MOUNTAIN
- 4 PACIFIC
- 5 OTHER TIME ZONE (E.G., ALASKA)
- 8 I DON'T KNOW

SURVEY ITEMS #: A149 B149 C149 D122 TOTAL NPS SURVEYED IS 7,875

T276 BY GENDER

	MALE	FEMALE	TOTAL
N=	7053	562	7615
1	43.4	38.3	43.0
2	31.9	32.2	32.0
3	5.1	6.4	5.2
4	11.4	12.6	11.5
5	.7	.2	.7
8	7.5	10.3	7.7
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	13.185	5	0.0217

T276 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	218	7136	261	7615
1	44.0	43.1	39.5	43.0
2	34.9	32.0	27.6	32.0
3	6.9	5.1	6.5	5.2
4	11.5	11.3	17.2	11.5
5	.9	.6	.8	.7
8	1.8	7.9	8.4	7.7
TOTAL	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	23.528	10	0.0090

T276 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	244	2461	1726	2330	6761
1	44.7	41.8	43.5	45.6	43.6
2	27.5	32.4	31.7	32.6	32.1
3	2.5	3.7	6.9	5.3	5.0
4	9.0	10.7	11.0	12.1	11.2
5	.0	.6	.8	.6	.6
8	16.4	10.9	6.2	3.8	7.5
TOTAL	100.1	100.1	100.1	100.0	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 148.252 15 0.0001

T276 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	5107	1780	6887
1	44.7	38.0	43.0
2	31.1	35.2	32.2
3	5.2	5.2	5.2
4	10.9	13.0	11.4
5	.6	.9	.7
8	7.6	7.7	7.6
TOTAL	100.1	100.0	100.1

STATISTIC VALUE D.F. PROB.  
CHISQUARE 27.855 5 0.0001

T276 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5606	1545	240	224	7615
1	42.2	49.8	26.7	34.8	43.0
2	33.1	29.9	30.8	18.3	32.0
3	5.8	1.9	10.0	6.7	5.2
4	11.6	7.3	17.9	30.8	11.5
5	.6	.5	.8	4.0	.7
8	6.7	10.7	13.8	5.4	7.7
TOTAL	100.0	100.1	100.0	100.0	100.1

STATISTIC VALUE D.F. PROB.  
CHISQUARE 286.028 15 0.0001



X690 -- AVERAGE NUMBER HRS/WK WATCHED TV

WHAT WAS THE AVERAGE NUMBER OF HOURS PER WEEK THAT YOU  
SPENT WATCHING TELEVISION?

- 1 2 HOURS OR LESS PER WEEK
- 2 3 TO 5 HOURS PER WEEK
- 3 6 TO 10 HOURS PER WEEK
- 4 11 TO 15 HOURS PER WEEK
- 5 16 TO 20 HOURS PER WEEK
- 6 MORE THAN 20 HOURS PER WEEK
- 7 I DIDN'T WATCH ANY TELEVISION

SURVEY ITEMS #: A150 B150 C150 D123 TOTAL NPS SURVEYED IS 7,875

X690 BY GENDER

	MALE	FEMALE	TOTAL
N=	6978	567	7545
1	7.0	9.7	7.2
2	21.4	20.3	21.3
3	25.4	28.0	25.6
4	15.9	14.1	15.8
5	11.6	10.1	11.5
6	15.0	15.5	15.0
7	3.8	2.3	3.7
TOTAL	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	12.516	6	0.0514

X690 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	215	7075	255	7545
1	7.4	7.1	11.4	7.2
2	24.2	21.3	19.6	21.3
3	24.7	25.7	21.6	25.6
4	18.6	15.6	17.7	15.8
5	14.9	11.4	10.2	11.5
6	8.4	15.3	13.3	15.0
7	1.9	3.6	6.3	3.7
TOTAL	100.1	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	27.344	12	0.0069

X690 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	236	2421	1718	2318	6693
1	8.1	7.6	6.2	6.4	6.8
2	29.2	22.9	20.1	20.4	21.5
3	26.3	24.2	25.7	26.5	25.4
4	11.4	14.5	17.2	16.8	15.9
5	8.5	10.8	11.9	12.5	11.6
6	11.4	15.5	15.5	14.5	15.0
7	5.1	4.5	3.4	2.9	3.7
TOTAL	100.0	100.0	100.0	100.0	99.9

STATISTIC VALUE D.F. PROB.  
CHISQUARE 45.890 18 0.0003

X690 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	5074	1770	6844
1	6.6	8.0	6.9
2	21.1	21.7	21.3
3	25.9	25.8	25.8
4	15.9	15.9	15.9
5	11.5	11.2	11.4
6	15.4	14.0	15.1
7	3.7	3.5	3.6
TOTAL	100.1	100.1	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 5.870 6 0.4379

X690 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5563	1518	241	223	7545
1	7.6	6.0	5.8	8.5	7.2
2	21.3	20.6	25.3	24.2	21.3
3	26.2	23.4	25.3	25.6	25.6
4	16.4	14.0	12.9	16.1	15.8
5	11.1	13.0	11.6	9.0	11.5
6	13.5	20.4	16.6	14.4	15.0
7	4.1	2.6	2.5	2.2	3.7
TOTAL	100.2	100.0	100.0	100.0	100.1

STATISTIC VALUE D.F. PROB.  
CHISQUARE 70.674 18 0.0001

X232 -- TIMES REGULARLY WATCH WEEKDAY TV

WHEN DID YOU REGULARLY WATCH TV DURING THE WEEK-MONDAYS THROUGH FRIDAYS?

- A MORNINGS - 6 AM TO 9 AM
- B DAYTIME - 9 AM TO 4 PM
- C LATE AFTERNOON - 4 PM TO 8 PM
- D PRIME TIME - 8 PM TO 11 PM
- E LATE NIGHT - 11 PM TO 1 AM
- F OVERNIGHT - 1 AM TO 6 AM
- G I DIDN'T REGULARLY WATCH TV DURING THE WEEK
- H IMPUTED: DIDN'T WATCH ANY TV

SURVEY ITEMS #: A151 B151 C151 D124 TOTAL NPS SURVEYED IS 7,875

X232 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	7003	566	7569	X	DF	P
A	9.6	6.2	9.3	7.149	1	0.0075
B	17.4	44.4	19.4	243.618	1	0.0001
C	33.4	31.6	33.2	0.719	1	0.3964
D	57.9	57.4	57.9	0.056	1	0.8125
E	32.1	21.9	31.4	25.478	1	0.0001
F	7.6	5.1	7.4	4.714	1	0.0299
G	7.6	7.6	7.6	0.000	1	0.9963
H	3.8	2.3	3.7	3.223	1	0.0726

X232 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL	2		
N=	217	7097	255	7569	X	DF	P
A	10.1	9.3	8.2	9.3	0.530	2	0.7672
B	13.8	19.6	17.7	19.4	5.051	2	0.0800
C	30.9	33.6	26.3	33.2	6.457	2	0.0396
D	65.0	57.8	53.3	57.9	6.650	2	0.0360
E	33.2	31.4	29.8	31.4	0.621	2	0.7332
F	6.9	7.4	7.8	7.4	0.148	2	0.9288
G	7.9	7.6	4.8	7.6	2.918	2	0.2325
H	1.8	3.6	6.3	3.7	7.005	2	0.0301

X232 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL	2		
N=	244	2429	1721	2323	6717	X	DF	P
A	11.5	10.8	9.8	8.1	9.6	10.453	3	0.0151
B	21.3	19.6	16.8	15.1	17.4	19.388	3	0.0002
C	29.5	31.4	36.0	34.6	33.6	12.838	3	0.0050
D	43.9	53.9	61.5	61.6	58.1	58.430	3	0.0001
E	32.4	31.0	34.1	32.1	32.2	4.422	3	0.2194
F	7.0	8.2	7.1	7.4	7.6	2.359	3	0.5013
G	6.6	7.0	6.1	9.6	7.6	20.686	3	0.0001
H	4.9	4.5	3.4	2.9	3.7	9.988	3	0.0187

X232 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL	2			
N=	5082	1780	6862	X	DF	P	
A	9.5	8.0	9.1	3.894	1	0.0485	
B	18.7	22.1	19.6	9.676	1	0.0019	
C	35.5	27.8	33.5	34.810	1	0.0001	
D	58.8	56.9	58.3	1.962	1	0.1613	
E	31.6	31.3	31.5	0.045	1	0.8327	
F	7.6	6.7	7.4	1.534	1	0.2155	
G	7.4	7.8	7.5	0.279	1	0.5976	
H	3.7	3.5	3.6	0.118	1	0.7309	

X232 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	5583	1522	240	224	7569	X	DF	P
A	8.4	12.2	11.3	12.5	9.3	24.452	3	0.0001
B	17.7	25.8	18.3	19.2	19.4	50.686	3	0.0001
C	33.2	33.5	34.6	30.4	33.2	1.084	3	0.7809
D	58.1	56.1	58.8	63.4	57.9	4.957	3	0.1750
E	30.6	35.2	29.2	28.6	31.4	13.175	3	0.0043
F	6.5	11.2	6.3	6.3	7.4	38.900	3	0.0001
G	8.0	6.2	8.0	5.8	7.6	6.690	3	0.0825
H	4.1	2.6	2.5	2.2	3.7	9.192	3	0.0268

X233 -- TIMES REGULARLY WATCH WEEKEND TV

WHEN DID YOU REGULARLY WATCH TV DURING THE WEEKEND-SATURDAYS AND SUNDAYS?

- A MORNINGS - 6 AM TO NOON
- B DAYTIME - NOON TO 6 PM
- C EARLY EVENING - 6 PM TO 7 PM
- D EVENINGS - 7 PM TO 11 PM
- E LATE NIGHT - 11 PM TO 1 AM
- F OVERNIGHT - 1 AM TO 6 AM
- G I DIDN'T REGULARLY WATCH TV DURING THE WEEKEND
- H IMPUTED: DIDN'T WATCH ANY TV

SURVEY ITEMS #: A152 B152 C152 D125 TOTAL NPS SURVEYED IS 7,875

X233 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	6996	565	7561	X	DF	P
A	25.1	22.8	25.0	1.473	1	0.2250
B	28.7	20.4	28.1	18.211	1	0.0001
C	18.6	19.7	18.7	0.379	1	0.5380
D	38.4	45.0	38.9	9.559	1	0.0020
E	33.4	26.6	32.9	11.177	1	0.0008
F	12.4	8.5	12.1	7.417	1	0.0065
G	16.4	25.3	17.1	28.632	1	0.0001
H	3.8	2.3	3.7	3.213	1	0.0731

X233 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL	2		
N=	217	7088	256	7561	X	DF	P
A	16.6	25.2	24.6	25.0	8.402	2	0.0150
B	31.3	28.1	25.0	28.1	2.344	2	0.3097
C	16.1	18.7	19.9	18.7	1.193	2	0.5507
D	43.3	39.1	29.7	38.9	10.991	2	0.0041
E	29.0	33.1	30.5	32.9	2.300	2	0.3166
F	11.1	12.1	11.7	12.1	0.262	2	0.8771
G	18.9	16.9	19.7	17.1	1.839	2	0.3986
H	1.8	3.6	6.3	3.7	6.918	2	0.0315

X233 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL	2		
N=	243	2426	1718	2322	6709	X	DF	P
A	27.6	27.3	26.1	22.0	25.2	19.611	3	0.0002
B	19.3	28.1	30.2	29.8	28.9	13.848	3	0.0031
C	16.9	17.7	19.9	18.7	18.6	3.649	3	0.3019
D	32.1	36.1	40.3	40.9	38.7	17.931	3	0.0005
E	30.0	31.0	36.3	34.4	33.5	15.048	3	0.0018
F	11.5	12.0	13.1	12.5	12.4	1.314	3	0.7258
G	14.9	14.8	14.7	19.2	16.3	21.508	3	0.0001
H	4.9	4.5	3.4	2.9	3.7	10.033	3	0.0183

X233 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL	2		
N=	5082	1778	6860	X	DF	P
A	26.8	19.3	24.9	39.766	1	0.0001
B	28.0	28.6	28.2	0.225	1	0.6356
C	19.0	17.2	18.5	2.759	1	0.0967
D	40.2	37.7	39.6	3.338	1	0.0677
E	34.3	28.4	32.8	21.314	1	0.0001
F	13.1	9.8	12.2	13.065	1	0.0003
G	16.7	17.9	17.0	1.287	1	0.2566
H	3.7	3.5	3.6	0.113	1	0.7367

X233 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	5577	1523	237	224	7561	X	DF	P
A	23.1	31.3	25.7	27.7	25.0	44.411	3	0.0001
B	26.8	32.0	31.7	30.8	28.1	18.222	3	0.0004
C	18.3	19.2	22.4	21.4	18.7	4.087	3	0.2522
D	39.1	36.8	42.2	43.8	38.9	6.096	3	0.1070
E	32.9	33.6	29.1	31.7	32.9	2.042	3	0.5637
F	11.3	15.6	9.7	10.7	12.1	23.054	3	0.0001
G	18.6	12.6	14.9	12.3	17.1	34.052	3	0.0001
H	4.1	2.6	2.5	2.2	3.7	9.191	3	0.0269

T692      -- AVERAGE DAYS/WK READING A NEWSPAPER

HOW MANY DAYS PER WEEK ON THE AVERAGE DID YOU READ A  
NEWSPAPER?

- 1    1 DIDN'T READ NEWSPAPERS
- 2    7 DAYS PER WEEK
- 3    6 DAYS PER WEEK
- 4    5 DAYS PER WEEK
- 5    4 DAYS PER WEEK
- 6    3 DAYS PER WEEK
- 7    2 DAYS PER WEEK
- 8    1 DAY PER WEEK (EXCLUDING SUNDAY)
- 9    SUNDAY ONLY

SURVEY ITEMS #:    A156    B156    C156    D129      TOTAL NPS SURVEYED IS 7,875

T692 BY GENDER

N=	MALE 6866	FEMALE 559	TOTAL 7425
1	13.3	12.2	13.2
2	23.0	20.6	22.8
3	7.1	6.8	7.1
4	9.3	9.7	9.3
5	9.0	7.7	8.9
6	12.6	11.1	12.5
7	10.6	12.3	10.7
8	7.9	10.4	8.1
9	7.3	9.3	7.5
TOTAL	100.1	100.1	100.1

STATISTIC  
CHISQUARE

VALUE  
11.956

D.F.  
8

PROB.  
0.1532



T692 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	215	6951	259	7425
1	6.1	13.4	13.9	13.2
2	38.6	22.2	26.6	22.8
3	8.4	7.1	5.0	7.1
4	11.6	9.2	8.5	9.3
5	8.8	8.9	8.1	8.9
6	11.2	12.5	12.4	12.5
7	4.2	11.0	8.5	10.7
8	7.0	8.2	7.0	8.1
9	4.2	7.5	10.0	7.5
TOTAL	100.1	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	55.278	16	0.0001

T692 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	240	2381	1674	2282	6577
1	14.2	15.5	14.2	10.3	13.3
2	22.9	18.7	21.9	27.7	22.8
3	5.4	6.2	6.5	8.8	7.1
4	6.3	8.4	9.0	10.8	9.3
5	8.8	9.4	9.1	8.6	9.0
6	16.7	13.2	12.7	11.5	12.6
7	10.8	11.7	10.9	9.4	10.7
8	10.4	9.2	8.1	6.3	7.9
9	4.6	7.9	7.6	6.6	7.2
TOTAL	100.1	100.2	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	123.369	24	0.0001

T692 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	5054	1764	6818
1	14.1	10.5	13.1
2	21.5	25.9	22.7
3	7.0	7.5	7.1
4	9.0	10.3	9.3
5	9.0	8.7	8.9
6	12.7	11.9	12.5
7	11.2	10.1	10.9
8	8.0	7.9	8.0
9	7.5	7.3	7.4
TOTAL	100.0	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	29.208	8	0.0003

T692 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5489	1481	231	224	7425
1	14.3	9.7	10.0	14.3	13.2
2	22.5	23.8	24.7	23.7	22.8
3	7.2	6.9	6.9	4.5	7.1
4	9.4	8.6	8.2	12.5	9.3
5	8.4	10.9	8.7	7.1	8.9
6	11.9	14.7	13.0	12.5	12.5
7	10.8	10.4	9.5	10.3	10.7
8	8.0	7.5	13.0	8.5	8.1
9	7.6	7.6	6.1	6.7	7.5
TOTAL	100.1	100.1	100.1	100.1	100.1

STATISTIC  
CHISQUARE

VALUE  
53.244

D.F.  
24

PROB.  
0.0005

X693 -- AVERAGE HOURS/WK READING MAGAZINES

HOW MANY HOURS PER WEEK ON THE AVERAGE DID YOU SPEND  
READING MAGAZINES?

- 1 2 HOURS OR LESS PER WEEK
- 2 3 TO 5 HOURS PER WEEK
- 3 6 TO 8 HOURS PER WEEK
- 4 9 TO 12 HOURS PER WEEK
- 5 13 TO 15 HOURS PER WEEK
- 6 MORE THAN 15 HOURS PER WEEK
- 7 I DIDN'T READ MAGAZINES

SURVEY ITEMS #: A157 B157 C157 D130 TOTAL NPS SURVEYED IS 7,875

X693 BY GENDER

	MALE	FEMALE	TOTAL
N=	6370	530	6900
1	42.9	50.0	43.4
2	25.5	23.8	25.4
3	8.6	9.6	8.7
4	3.0	3.2	3.0
5	1.2	1.1	1.2
6	1.5	.8	1.4
7	17.4	11.5	17.0
TOTAL	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	18.749	6	0.0046

X693 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	209	6452	239	6900
1	38.3	43.9	36.0	43.4
2	39.7	24.9	25.9	25.4
3	9.6	8.6	10.9	8.7
4	3.8	3.0	2.9	3.0
5	.5	1.2	1.3	1.2
6	2.9	1.4	.8	1.4
7	5.3	17.1	22.2	17.0
TOTAL	100.1	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	49.808	12	0.0001

X693 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	201	2154	1558	2189	6102
1	46.3	43.2	44.1	42.4	43.2
2	22.9	23.1	23.5	29.3	25.4
3	8.5	7.2	8.6	9.7	8.5
4	3.0	2.2	3.6	3.3	3.0
5	.5	1.1	1.2	1.4	1.2
6	1.0	1.1	2.1	1.4	1.5
7	17.9	22.1	17.0	12.5	17.2
TOTAL	100.1	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	102.723	18	0.0001

X693 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4734	1626	6360
1	43.7	42.3	43.4
2	24.7	27.9	25.5
3	8.3	9.4	8.6
4	3.0	3.3	3.1
5	1.1	1.5	1.2
6	1.5	1.4	1.5
7	17.7	14.3	16.8
TOTAL	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	17.455	6	0.0077

X693 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5140	1337	215	208	6900
1	42.9	46.2	36.3	45.7	43.4
2	25.7	23.7	27.9	25.5	25.4
3	8.7	8.8	10.7	6.3	8.7
4	2.7	3.4	5.1	5.3	3.0
5	1.1	1.5	1.9	.5	1.2
6	1.2	1.9	2.8	1.4	1.4
7	17.7	14.7	15.4	15.4	17.0
TOTAL	100.0	100.2	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	34.504	18	0.0109

X225 -- LISTEN TO RADIO PRGM:KING BISCUIT FLR HR

DID YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

KING BISCUIT HOUR

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 7,875

X225 BY GENDER

	MALE	FEMALE	TOTAL
N=	6058	529	6587
1	4.6	1.5	4.3
2	10.8	3.6	10.2
3	7.1	5.3	6.9
4	71.7	86.0	72.9
8	5.9	3.6	5.7
TOTAL	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	55.371	4	0.0001

X225 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	194	6161	232	6587
1	1.0	4.2	9.5	4.3
2	11.9	9.9	16.0	10.2
3	15.5	6.5	10.3	6.9
4	66.0	73.7	56.9	72.9
8	5.7	5.6	7.3	5.7
TOTAL	100.1	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	64.530	8	0.0001

X225 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	201	2029	1463	2108	5801
1	9.0	4.7	4.8	3.3	4.4
2	8.5	7.1	10.7	13.9	10.5
3	3.5	3.9	6.5	10.5	7.0
4	73.6	79.1	71.0	66.8	72.4
8	5.5	5.2	7.0	5.4	5.8
TOTAL	100.1	100.0	100.0	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	158.951	12	0.0001

X225 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4376	1596	5972
1	4.3	3.3	4.0
2	9.1	13.0	10.1
3	5.8	9.9	6.9
4	75.3	67.9	73.3
8	5.5	5.8	5.6
TOTAL	100.0	99.9	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	58.450	4	0.0001

X225 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	4896	1285	208	198	6587
1	5.2	1.6	2.4	3.0	4.3
2	12.8	1.5	8.2	5.1	10.2
3	8.4	1.4	5.8	7.1	6.9
4	68.0	89.8	79.3	77.8	72.9
8	5.7	5.8	4.3	7.1	5.7
TOTAL	100.1	100.1	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	310.387	12	0.0001



X673 -- LISTEN TO RADIO PRGM:ROCK QUIZ/STAR QUIZ

DID YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

ROCK QUIZ/STAR QUIZ

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 7,875

X673 BY GENDER

	MALE	FEMALE	TOTAL
N=	5863	527	6390
1	2.3	2.1	2.3
2	7.4	7.8	7.5
3	6.5	7.6	6.6
4	77.7	78.9	77.8
8	6.1	3.6	5.9
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	6.057	4	0.1949

X673 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	193	5977	220	6390
1	1.0	2.3	2.3	2.3
2	6.7	7.5	8.6	7.5
3	5.7	6.5	9.1	6.6
4	80.8	77.9	72.3	77.8
8	5.7	5.8	7.7	5.9
TOTAL	99.9	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	6.686	8	0.5709

X673 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	195	1975	1417	2032	5619
1	3.6	2.5	2.2	2.0	2.3
2	5.6	6.7	8.7	7.3	7.4
3	5.6	6.1	6.9	6.5	6.4
4	79.5	79.3	75.0	78.6	78.0
8	5.6	5.4	7.3	5.6	5.9
TOTAL	99.9	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	17.168	12	0.1434

X673 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4259	1538	5797
1	2.3	2.0	2.2
2	7.4	7.2	7.4
3	6.3	7.2	6.5
4	78.3	77.6	78.1
8	5.7	6.1	5.8
TOTAL	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	2.545	4	0.6366

X673 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	4715	1273	202	200	6390
1	2.3	1.8	3.0	3.0	2.3
2	7.6	6.3	9.4	9.5	7.5
3	7.2	4.1	9.9	6.0	6.6
4	77.0	82.0	73.3	74.5	77.8
8	5.9	5.8	4.5	7.0	5.9
TOTAL	100.0	100.0	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	30.007	12	0.0028

X674 -- LISTEN TO RADIO PRGM: COAST-TO-COAST

DID YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

COAST-TO-COAST

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 7,875

X674 BY GENDER

	MALE	FEMALE	TOTAL
N=	6037	533	6570
1	9.1	9.2	9.1
2	19.6	19.3	19.5
3	10.9	9.8	10.8
4	54.6	58.2	54.9
8	5.9	3.6	5.7
TOTAL	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	6.359	4	0.1739

X674 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	195	6148	227	6570
1	5.1	9.4	4.0	9.1
2	20.0	19.5	21.2	19.5
3	15.9	10.5	14.1	10.8
4	53.3	55.0	53.3	54.9
8	5.6	5.6	7.5	5.7
TOTAL	99.9	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	19.871	8	0.0108

X674 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	205	2039	1465	2075	5784
1	12.7	10.7	10.2	6.8	9.3
2	16.1	19.3	20.1	19.6	19.5
3	10.2	9.8	10.6	11.9	10.8
4	55.6	55.0	52.2	56.2	54.7
8	5.4	5.2	7.0	5.5	5.8
TOTAL	100.0	100.0	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	35.322	12	0.0004

X674 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4387	1576	5963
1	10.4	6.1	9.3
2	18.9	20.8	19.4
3	10.2	11.7	10.6
4	54.9	55.5	55.1
8	5.5	5.9	5.6
TOTAL	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	28.272	4	0.0001

X674 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	4822	1343	206	199	6570
1	7.4	15.3	9.7	7.0	9.1
2	18.6	23.8	15.5	17.1	19.5
3	11.5	8.6	11.2	9.6	10.8
4	56.8	46.7	59.2	59.3	54.9
8	5.7	5.5	4.4	7.0	5.7
TOTAL	100.0	99.9	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	121.384	12	0.0001

X675 -- LISTEN TO RADIO PRGM:WALT LOVE'S COUNTDN

DID YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

WALT LOVE'S COUNTDOWN

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 7,875

X675 BY GENDER

	MALE	FEMALE	TOTAL
N=	5837	524	6361
1	2.9	4.0	3.0
2	4.3	5.5	4.4
3	2.9	3.2	3.0
4	83.8	83.6	83.8
8	6.1	3.6	5.9
TOTAL	100.0	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	8.722	4	0.0684

X675 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	193	5943	225	6361
1	1.0	3.1	2.2	3.0
2	3.1	4.5	4.0	4.4
3	3.6	2.9	4.0	3.0
4	86.5	83.7	82.2	83.8
8	5.7	5.8	7.6	5.9
TOTAL	99.9	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	6.490	8	0.5925

X675 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	197	1971	1402	2018	5588
1	6.1	4.2	2.4	1.7	2.9
2	7.1	6.4	4.2	2.2	4.4
3	4.6	3.5	3.2	2.0	2.9
4	76.7	80.6	82.8	88.4	83.8
8	5.6	5.4	7.4	5.7	6.0
TOTAL	100.1	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	97.140	12	0.0001

X675 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4231	1529	5760
1	3.2	2.4	3.0
2	4.1	4.6	4.3
3	2.8	2.9	2.8
4	84.2	84.0	84.1
8	5.7	6.1	5.8
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	3.038	4	0.5514

X675 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	4661	1304	200	196	6361
1	.9	10.7	1.5	2.0	3.0
2	1.8	14.3	2.5	3.6	4.4
3	2.2	5.3	5.0	4.1	3.0
4	89.2	64.0	86.5	83.2	83.8
8	5.9	5.7	4.5	7.1	5.9
TOTAL	100.0	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	815.182	12	0.0001

X228 -- LISTEN TO RADIO PRGM:ROCKLINE

DID YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

ROCKLINE

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 7,875

X228 BY GENDER

	MALE	FEMALE	TOTAL
N=	6065	533	6598
1	11.6	7.1	11.3
2	18.2	14.3	17.9
3	10.2	7.9	10.0
4	54.1	67.2	55.2
8	5.9	3.6	5.7
TOTAL	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	35.353	4	0.0001

X228 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	196	6169	233	6598
1	4.6	11.2	18.9	11.3
2	14.3	17.9	22.8	17.9
3	13.8	9.8	11.6	10.0
4	61.7	55.6	39.5	55.2
8	5.6	5.6	7.3	5.7
TOTAL	100.0	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	41.118	8	0.0001

X228 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	200	2032	1477	2098	5807
1	13.0	11.2	13.4	9.8	11.3
2	8.0	14.9	18.3	21.9	18.0
3	8.5	8.3	9.3	12.6	10.1
4	65.0	60.4	52.1	50.2	54.8
8	5.5	5.2	7.0	5.4	5.8
TOTAL	100.0	100.0	100.1	99.9	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 102.443 12 0.0001

X228 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4405	1581	5986
1	12.0	9.0	11.2
2	17.5	18.7	17.8
3	9.9	10.1	10.0
4	55.1	56.4	55.5
8	5.5	5.9	5.6
TOTAL	100.0	100.1	100.1

STATISTIC VALUE D.F. PROB.  
CHISQUARE 10.850 4 0.0283

X228 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	4919	1270	209	200	6598
1	13.6	2.7	10.5	8.0	11.3
2	21.3	5.2	16.3	17.0	17.9
3	11.3	4.8	10.1	10.0	10.0
4	48.1	81.5	58.9	58.0	55.2
8	5.6	5.8	4.3	7.0	5.7
TOTAL	99.9	100.0	100.1	100.0	100.1

STATISTIC VALUE D.F. PROB.  
CHISQUARE 505.739 12 0.0001



X227 -- LISTEN TO RADIO PRGM:METAL SHOP

DID YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

METAL SHOP

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 7,875

X227 BY GENDER

	MALE	FEMALE	TOTAL
N=	6061	519	6580
1	14.6	3.1	13.7
2	13.5	6.2	12.9
3	8.0	6.0	7.8
4	58.1	81.1	59.9
8	5.9	3.7	5.7
TOTAL	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	114.958	4	0.0001

X227 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	192	6155	233	6580
1	3.7	13.6	24.5	13.7
2	5.7	13.0	15.0	12.9
3	1.6	8.0	9.0	7.8
4	83.3	59.8	44.2	59.9
8	5.7	5.6	7.3	5.7
TOTAL	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	80.944	8	0.0001

X227 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	198	2021	1484	2100	5803
1	13.6	14.1	16.0	13.1	14.2
2	9.1	10.8	15.2	15.1	13.4
3	3.5	6.4	8.0	9.8	7.9
4	68.2	63.5	53.9	56.6	58.7
8	5.6	5.2	6.9	5.4	5.8
TOTAL	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	69.224	12	0.0001

X227 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4400	1561	5961
1	15.0	9.2	13.4
2	13.3	11.7	12.8
3	8.2	6.6	7.8
4	58.1	66.6	60.4
8	5.5	6.0	5.6
TOTAL	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	48.858	4	0.0001

X227 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	4923	1249	213	195	6580
1	16.9	1.8	13.6	10.3	13.7
2	15.7	2.6	9.9	12.3	12.9
3	9.2	2.8	6.6	6.2	7.8
4	52.6	87.0	65.7	64.1	59.9
8	5.6	5.9	4.2	7.2	5.7
TOTAL	100.0	100.1	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	555.025	12	0.0001

X226 -- LISTEN TO RADIO PRGM:AMER TOP 40 CASEY K

DID YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

AMERICA'S TOP 40 (CASEY KASEM)

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 7,875

X226 BY GENDER

	MALE	FEMALE	TOTAL
N=	6578	548	7126
1	29.0	35.4	29.5
2	41.1	42.9	41.2
3	12.6	8.0	12.2
4	12.0	10.2	11.9
8	5.4	3.5	5.3
TOTAL	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	21.004	4	0.0003

X226 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	206	6682	238	7126
1	16.0	30.1	24.0	29.5
2	44.7	41.4	32.8	41.2
3	16.0	11.8	20.2	12.2
4	18.0	11.6	16.0	11.9
8	5.3	5.2	7.1	5.3
TOTAL	100.0	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	48.408	8	0.0001

X226 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	219	2246	1622	2225	6312
1	27.4	30.9	31.0	26.2	29.2
2	35.6	38.9	42.1	44.2	41.4
3	14.2	11.1	11.6	13.8	12.3
4	17.8	14.4	9.0	10.7	11.9
8	5.0	4.7	6.4	5.1	5.3
TOTAL	100.0	100.0	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	66.018	12	0.0001

X226 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4790	1672	6462
1	32.0	22.7	29.6
2	41.2	43.5	41.8
3	11.2	13.7	11.9
4	10.5	14.5	11.6
8	5.1	5.6	5.2
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	61.375	4	0.0001

X226 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5272	1418	224	212	7126
1	30.5	24.7	33.0	31.1	29.5
2	41.8	40.2	37.1	37.7	41.2
3	12.0	12.8	12.1	12.7	12.2
4	10.4	17.1	13.8	11.8	11.9
8	5.3	5.2	4.0	6.6	5.3
TOTAL	100.0	100.0	100.0	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	60.905	12	0.0001

X671 -- LISTEN TO RADIO PRGM:OFF THE RECORD (MT)

DID YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

OFF THE RECORD (MARY TURNER)

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 7,875

X671 BY GENDER

	MALE	FEMALE	TOTAL
N=	5854	522	6376
1	3.8	2.9	3.7
2	7.9	7.7	7.9
3	6.5	5.6	6.5
4	75.7	80.3	76.1
8	6.1	3.6	5.9
TOTAL	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	7.953	4	0.0933

X671 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	195	5957	224	6376
1	4.1	3.7	4.5	3.7
2	6.2	7.9	7.6	7.9
3	8.2	6.4	6.3	6.5
4	75.9	76.2	74.1	76.1
8	5.6	5.8	7.6	5.9
TOTAL	100.0	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	3.472	8	0.9014

X671 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	195	1966	1404	2041	5606
1	6.7	3.6	4.2	3.5	3.8
2	5.1	6.7	8.1	9.1	7.9
3	3.6	6.0	6.9	7.1	6.5
4	79.0	78.4	73.5	74.7	75.9
8	5.6	5.4	7.3	5.6	6.0
TOTAL	100.0	100.1	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	29.186	12	0.0037

X671 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4240	1540	5780
1	3.6	3.8	3.6
2	7.3	9.7	7.9
3	6.2	7.0	6.4
4	77.2	73.4	76.2
8	5.7	6.0	5.8
TOTAL	100.0	99.9	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	12.046	4	0.0170

X671 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	4713	1263	202	198	6376
1	4.1	2.1	5.5	4.6	3.7
2	8.9	3.3	8.9	10.6	7.9
3	7.3	2.7	8.4	8.6	6.5
4	73.9	86.1	72.8	69.2	76.1
8	5.9	5.9	4.5	7.1	5.9
TOTAL	100.1	100.1	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	112.733	12	0.0001

X672 -- LISTEN TO RADIO PRGM:RICK DEES TOP 40

DID YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

RICK DEES TOP 40

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 7,875

X672 BY GENDER

	MALE	FEMALE	TOTAL
N=	6285	533	6818
1	19.4	20.6	19.5
2	25.1	26.3	25.2
3	10.8	11.1	10.8
4	39.0	38.5	38.9
8	5.7	3.6	5.5
TOTAL	100.0	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	4.559	4	0.3356

X672 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	197	6388	233	6818
1	8.1	20.2	10.7	19.5
2	24.4	25.3	22.8	25.2
3	11.7	10.8	10.7	10.8
4	50.3	38.2	48.5	38.9
8	5.6	5.4	7.3	5.5
TOTAL	100.1	99.9	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	38.898	8	0.0001

X672 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	202	2121	1555	2147	6025
1	17.8	19.5	21.9	18.7	19.8
2	16.8	23.1	26.5	27.3	25.3
3	9.4	10.7	10.4	11.4	10.8
4	50.5	41.8	34.7	37.2	38.6
8	5.5	5.0	6.6	5.3	5.5
TOTAL	100.0	100.1	100.1	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	45.780	12	0.0001

X672 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4591	1593	6184
1	22.3	13.4	20.0
2	25.9	23.9	25.3
3	10.1	13.5	11.0
4	36.5	43.4	38.3
8	5.3	5.8	5.4
TOTAL	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	76.596	4	0.0001

X672 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5058	1334	219	207	6818
1	21.1	13.2	18.7	23.2	19.5
2	26.6	20.8	20.1	26.1	25.2
3	10.7	10.4	11.9	15.0	10.8
4	36.1	50.1	45.2	29.0	38.9
8	5.5	5.6	4.1	6.8	5.5
TOTAL	100.0	100.1	100.0	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	117.316	12	0.0001



Y062 -- LISTEN TO RADIO PRGM:LIVE AT THE APOLLO

DID YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

LIVE AT THE APOLLO

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 7,875

Y062 BY GENDER

	MALE	FEMALE	TOTAL
N=	5859	523	6382
1	2.2	4.2	2.4
2	5.2	6.7	5.3
3	9.4	10.3	9.5
4	77.1	75.1	77.0
8	6.1	3.6	5.9
TOTAL	100.0	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	15.336	4	0.0041

Y062 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	192	5966	224	6382
1	1.0	2.4	3.6	2.4
2	5.7	5.3	5.4	5.3
3	10.9	9.4	8.9	9.5
4	76.6	77.1	74.6	77.0
8	5.7	5.8	7.6	5.9
TOTAL	99.9	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	4.707	8	0.7884

Y062 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	196	1961	1417	2037	5611
1	5.1	2.5	2.5	1.3	2.2
2	5.6	6.1	5.0	4.5	5.2
3	8.2	9.3	8.8	10.1	9.4
4	75.5	76.6	76.4	78.6	77.2
8	5.6	5.4	7.3	5.6	6.0
TOTAL	100.0	99.9	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	29.844	12	0.0029

Y062 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4255	1539	5794
1	2.5	2.1	2.4
2	5.3	5.5	5.3
3	9.3	9.6	9.4
4	77.3	76.7	77.2
8	5.7	6.0	5.8
TOTAL	100.1	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	1.290	4	0.8631

Y062 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	4707	1277	202	196	6382
1	1.6	5.9	1.5	.5	2.4
2	4.2	9.3	3.5	8.2	5.3
3	9.1	10.9	9.4	10.2	9.5
4	79.3	68.1	81.2	74.0	77.0
8	5.9	5.8	4.5	7.1	5.9
TOTAL	100.1	100.0	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	157.417	12	0.0001

X678 -- LISTEN TO RADIO PRGM:ROCK OVER LONDON

DID YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

ROCK OVER LONDON

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 7,875

X678 BY GENDER

	MALE	FEMALE	TOTAL
N=	5916	525	6441
1	4.5	2.7	4.4
2	8.7	5.9	8.5
3	8.4	9.3	8.5
4	72.4	78.5	72.9
8	6.0	3.6	5.8
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	15.964	4	0.0031

X678 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	194	6019	228	6441
1	3.1	4.3	7.9	4.4
2	9.3	8.4	10.1	8.5
3	6.2	8.5	9.2	8.5
4	75.8	73.1	65.4	72.9
8	5.7	5.8	7.5	5.8
TOTAL	100.1	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	12.678	8	0.1234

X678 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	196	1987	1431	2050	5664
1	6.6	4.0	5.4	4.0	4.4
2	5.6	7.4	8.9	10.0	8.7
3	8.2	7.3	8.7	9.3	8.4
4	74.0	76.0	69.9	71.2	72.7
8	5.6	5.3	7.2	5.6	5.9
TOTAL	100.0	100.0	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	32.985	12	0.0010

X678 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4300	1544	5844
1	4.6	3.3	4.3
2	8.4	8.2	8.3
3	8.7	7.7	8.5
4	72.6	74.8	73.2
8	5.6	6.0	5.7
TOTAL	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	7.163	4	0.1275

X678 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	4780	1262	203	196	6441
1	5.1	1.7	3.9	4.6	4.4
2	10.1	2.9	5.9	8.2	8.5
3	9.6	4.2	5.4	11.2	8.5
4	69.4	85.3	80.3	68.9	72.9
8	5.8	5.9	4.4	7.1	5.8
TOTAL	100.0	100.0	99.9	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	163.315	12	0.0001

X679 -- LISTEN TO RADIO PRGM:STREET BEAT (BR)

DID YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

STREET BEAT (BARNETT ROBBINS)

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 7,875

X679 BY GENDER

	MALE	FEMALE	TOTAL
N=	5818	521	6339
1	2.4	1.2	2.3
2	4.0	4.4	4.0
3	5.8	5.2	5.7
4	81.7	85.6	82.1
8	6.1	3.7	5.9
TOTAL	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	9.538	4	0.0490

X679 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	191	5925	223	6339
1	.5	2.4	2.7	2.3
2	3.1	4.1	3.6	4.0
3	2.6	5.8	5.4	5.7
4	88.0	81.9	80.7	82.1
8	5.8	5.8	7.6	5.9
TOTAL	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	8.766	8	0.3625

X679 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	197	1958	1402	2014	5571
1	7.1	4.2	1.5	.7	2.4
2	10.7	5.3	3.6	2.4	4.0
3	6.6	7.3	5.5	4.5	5.8
4	70.1	77.7	82.0	86.7	81.8
8	5.6	5.4	7.4	5.7	6.0
TOTAL	100.1	99.9	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	150.295	12	0.0001

X679 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4218	1534	5752
1	2.3	1.7	2.2
2	3.8	4.3	4.0
3	5.7	5.7	5.7
4	82.4	82.3	82.4
8	5.7	6.1	5.8
TOTAL	99.9	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	2.876	4	0.5788

X679 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	4669	1274	203	193	6339
1	1.0	6.9	3.0	2.6	2.3
2	3.1	6.8	5.9	6.7	4.0
3	5.4	6.5	6.9	8.3	5.7
4	84.6	74.0	79.8	75.1	82.1
8	5.9	5.8	4.4	7.3	5.9
TOTAL	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	212.508	12	0.0001

X680 -- LISTEN TO RADIO PRGM:WESTWOOD ONE CONCRT

DID YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

WESTWOOD ONE'S IN CONCERT

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 7,875

X680 BY GENDER

	MALE	FEMALE	TOTAL
N=	5913	521	6434
1	6.6	4.4	6.4
2	9.3	6.0	9.0
3	5.7	5.8	5.7
4	72.4	80.2	73.1
8	6.0	3.7	5.8
TOTAL	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	18.083	4	0.0012

X680 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	194	6015	225	6434
1	4.1	6.4	8.4	6.4
2	8.8	9.0	8.9	9.0
3	4.1	5.7	7.1	5.7
4	77.3	73.1	68.0	73.1
8	5.7	5.8	7.6	5.8
TOTAL	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	7.169	8	0.5185

X680 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	196	1984	1421	2063	5664
1	9.2	5.8	7.1	6.6	6.6
2	6.1	6.4	9.6	12.2	9.3
3	2.0	5.1	5.1	6.9	5.7
4	77.0	77.3	71.0	68.8	72.6
8	5.6	5.3	7.3	5.5	5.9
TOTAL	99.9	99.9	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	71.977	12	0.0001

X680 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4298	1544	5842
1	7.1	4.5	6.4
2	9.2	8.7	9.1
3	5.4	6.2	5.6
4	72.7	74.6	73.2
8	5.6	6.0	5.7
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	14.655	4	0.0055

X680 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	4770	1268	203	193	6434
1	6.9	5.6	2.0	5.2	6.4
2	10.0	6.3	3.9	7.8	9.0
3	6.0	3.9	7.4	6.7	5.7
4	71.3	78.3	82.3	73.1	73.1
8	5.8	5.8	4.4	7.3	5.8
TOTAL	100.0	99.9	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	51.117	12	0.0001



X681 -- LISTEN TO RADIO PRGM:NBC SOURCE

DID YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

NBC SOURCE

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 7,875

X681 BY GENDER

	MALE	FEMALE	TOTAL
N=	5841	520	6361
1	3.2	2.1	3.1
2	7.8	6.7	7.7
3	8.2	4.6	7.9
4	74.8	82.9	75.5
8	6.1	3.7	5.9
TOTAL	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	18.935	4	0.0008

X681 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	192	5946	223	6361
1	1.6	3.1	2.7	3.1
2	6.3	7.6	10.8	7.7
3	9.4	7.8	8.1	7.9
4	77.1	75.6	70.9	75.5
8	5.7	5.8	7.6	5.9
TOTAL	100.1	99.9	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	7.362	8	0.4981

X681 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	197	1970	1400	2027	5594
1	8.6	3.7	2.5	2.7	3.2
2	9.1	6.8	6.9	9.0	7.7
3	4.6	8.2	9.0	8.0	8.2
4	72.1	76.0	74.2	74.7	75.0
8	5.6	5.4	7.4	5.6	6.0
TOTAL	100.0	100.1	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	42.825	12	0.0001

X681 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4238	1542	5780
1	2.9	3.6	3.1
2	7.5	8.6	7.8
3	7.8	8.0	7.8
4	76.1	73.8	75.5
8	5.7	6.0	5.8
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	4.795	4	0.3089

X681 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	4695	1266	203	197	6361
1	2.9	3.5	1.5	5.1	3.1
2	7.9	7.2	6.9	6.1	7.7
3	8.4	5.3	8.4	11.7	7.9
4	74.8	78.2	78.8	70.1	75.5
8	5.9	5.9	4.4	7.1	5.9
TOTAL	99.9	100.1	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	26.674	12	0.0086

X240 -- REG TV VIEWING: SOLID GOLD

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

SOLID GOLD

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

X240 BY GENDER

	MALE	FEMALE	TOTAL
N=	6798	565	7363
1	8.3	13.8	8.8
2	41.6	50.1	42.3
3	29.8	25.3	29.4
4	16.4	8.5	15.8
8	3.9	2.3	3.8
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	54.086	4	0.0001

X240 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	212	6907	244	7363
1	9.0	8.9	4.1	8.8
2	33.5	42.7	38.9	42.3
3	35.9	29.1	32.8	29.4
4	19.8	15.6	17.6	15.8
8	1.9	3.7	6.6	3.8
TOTAL	100.1	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	25.169	8	0.0015

X240 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	235	2349	1670	2270	6524
1	12.8	11.7	8.0	5.2	8.5
2	43.4	44.8	42.6	37.9	41.8
3	23.4	26.1	29.0	34.5	29.7
4	15.3	12.8	16.8	19.5	16.2
8	5.1	4.6	3.5	3.0	3.8
TOTAL	100.0	100.0	99.9	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	150.331	12	0.0001

X240 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4956	1746	6702
1	9.2	7.8	8.8
2	43.3	39.5	42.4
3	28.6	31.6	29.4
4	15.1	17.5	15.7
8	3.8	3.6	3.7
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	16.199	4	0.0028

X240 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5421	1484	234	224	7363
1	5.8	18.8	13.3	9.8	8.8
2	38.9	54.3	42.7	44.6	42.3
3	32.2	18.9	26.9	33.5	29.4
4	18.9	5.3	14.5	9.8	15.8
8	4.2	2.7	2.6	2.2	3.8
TOTAL	100.0	100.0	100.0	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	522.338	12	0.0001

X241 -- REG TV VIEWING: SOUL TRAIN

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

SOUL TRAIN

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

X241 BY GENDER

	MALE	FEMALE	TOTAL
N=	6713	558	7271
1	10.2	17.2	10.7
2	16.2	23.5	16.7
3	23.5	23.5	23.5
4	46.2	33.5	45.3
8	3.9	2.3	3.8
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	62.283	4	0.0001

X241 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	209	6819	243	7271
1	6.2	11.0	5.4	10.7
2	15.8	16.8	14.8	16.7
3	23.9	23.4	25.9	23.5
4	52.2	45.0	47.3	45.3
8	1.9	3.8	6.6	3.8
TOTAL	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	21.889	8	0.0051

X241 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	231	2325	1644	2240	6440
1	21.7	17.0	8.5	3.6	10.3
2	25.5	21.3	13.9	11.7	16.2
3	18.6	20.0	24.5	26.8	23.5
4	29.0	37.1	49.5	54.9	46.2
8	5.2	4.7	3.6	3.0	3.8
TOTAL	100.0	100.1	100.0	100.0	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 449.005 12 0.0001

X241 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4886	1727	6613
1	10.9	9.7	10.6
2	15.9	18.0	16.5
3	23.1	24.6	23.5
4	46.4	44.1	45.8
8	3.8	3.6	3.8
TOTAL	100.1	100.0	100.2

STATISTIC VALUE D.F. PROB.  
CHISQUARE 7.759 4 0.1008

X241 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5326	1496	228	221	7271
1	1.5	44.8	5.7	6.8	10.7
2	9.6	39.3	25.4	27.2	16.7
3	26.8	9.4	29.0	33.0	23.5
4	57.9	3.8	37.3	30.8	45.3
8	4.2	2.7	2.6	2.3	3.8
TOTAL	100.0	100.0	100.0	100.1	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 637.934 12 0.0001

X242 -- REG TV VIEWING: AMERICAN BANDSTAND

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

AMERICAN BANDSTAND

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

X242 BY GENDER

	MALE	FEMALE	TOTAL
N=	6699	557	7256
1	6.5	11.7	6.9
2	30.2	42.0	31.1
3	32.2	28.6	31.9
4	27.2	15.4	26.3
8	3.9	2.3	3.8
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	75.979	4	0.0001

X242 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	209	6803	244	7256
1	3.4	7.1	4.5	6.9
2	24.9	31.4	27.5	31.1
3	37.3	31.7	32.8	31.9
4	32.5	26.1	28.7	26.3
8	1.9	3.8	6.6	3.8
TOTAL	100.0	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	22.681	8	0.0038

X242 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	226	2306	1648	2245	6425
1	8.4	8.5	6.1	4.8	6.6
2	29.2	33.4	30.7	26.9	30.3
3	30.5	28.9	32.1	35.7	32.2
4	26.6	24.5	27.5	29.6	27.1
8	5.3	4.7	3.6	3.0	3.8
TOTAL	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	79.807	12	0.0001

X242 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4890	1718	6608
1	7.5	5.6	7.0
2	31.3	30.6	31.1
3	31.2	33.9	31.9
4	26.3	26.4	26.3
8	3.8	3.6	3.8
TOTAL	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	9.856	4	0.0429

X242 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5352	1454	228	222	7256
1	5.0	14.0	6.6	7.7	6.9
2	28.1	40.6	34.7	36.5	31.1
3	33.2	26.9	32.5	33.3	31.9
4	29.6	15.8	23.7	20.3	26.3
8	4.2	2.8	2.6	2.3	3.8
TOTAL	100.1	100.1	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	304.241	12	0.0001



X243 -- REG TV VIEWING: DANCE FEVER

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

DANCE FEVER

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

X243 BY GENDER

	MALE	FEMALE	TOTAL
N=	6620	553	7173
1	3.8	8.9	4.2
2	20.5	31.1	21.3
3	32.0	31.7	32.0
4	39.8	26.0	38.7
8	4.0	2.4	3.9
TOTAL	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	87.147	4	0.0001

X243 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	206	6725	242	7173
1	3.9	4.3	1.7	4.2
2	16.0	21.6	16.5	21.3
3	29.1	32.1	31.8	32.0
4	49.0	38.2	43.4	38.7
8	1.9	3.8	6.6	3.9
TOTAL	99.9	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	24.223	8	0.0021

X243 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	222	2285	1622	2219	6348
1	5.9	6.5	3.0	1.6	3.9
2	23.9	25.8	20.6	15.1	20.7
3	31.1	29.8	32.1	34.5	32.1
4	33.8	33.2	40.6	45.8	39.5
8	5.4	4.8	3.6	3.0	3.9
TOTAL	100.1	100.1	99.9	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	205.087	12	0.0001

X243 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4832	1699	6531
1	4.3	3.5	4.1
2	21.3	20.3	21.0
3	32.8	30.7	32.2
4	37.8	41.9	38.9
8	3.9	3.7	3.8
TOTAL	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	9.660	4	0.0466

X243 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5284	1447	226	216	7173
1	2.1	12.1	3.1	3.2	4.2
2	16.1	39.3	23.0	25.9	21.3
3	32.9	27.4	34.5	38.0	32.0
4	44.7	18.4	36.7	30.6	38.7
8	4.3	2.8	2.7	2.3	3.9
TOTAL	100.1	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	794.773	12	0.0001

X244 -- REG TV VIEWING: MOVIES ON NETWORK TV

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

MOVIES ON NETWORK TV

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

X244 BY GENDER

	MALE	FEMALE	TOTAL
N=	6695	550	7245
1	24.2	25.3	24.3
2	48.6	48.6	48.6
3	10.8	10.7	10.8
4	12.5	13.1	12.5
8	3.9	2.4	3.8
TOTAL	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	3.709	4	0.4468

X244 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	209	6794	242	7245
1	23.4	24.4	23.1	24.3
2	55.5	48.5	46.7	48.6
3	10.1	10.8	10.7	10.8
4	9.1	12.6	12.8	12.5
8	1.9	3.8	6.6	3.8
TOTAL	100.0	100.1	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	11.540	8	0.1729

X244 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	231	2285	1657	2250	6423
1	24.2	24.1	24.3	24.4	24.3
2	38.5	43.0	49.5	54.9	48.7
3	15.2	12.6	10.3	9.0	10.8
4	16.9	15.6	12.4	8.8	12.4
8	5.2	4.8	3.6	3.0	3.9
TOTAL	100.0	100.1	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	112.937	12	0.0001

X244 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4882	1721	6603
1	25.3	22.0	24.4
2	48.3	50.0	48.8
3	10.4	11.7	10.7
4	12.2	12.7	12.3
8	3.8	3.6	3.8
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	9.024	4	0.0605

X244 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5371	1433	224	217	7245
1	23.6	27.6	21.9	23.0	24.3
2	50.4	42.6	41.1	50.7	48.6
3	10.0	12.8	12.1	14.3	10.8
4	11.8	14.3	22.3	9.7	12.5
8	4.2	2.8	2.7	2.3	3.8
TOTAL	100.0	100.1	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	69.206	12	0.0001

X755 -- REG TV VIEWING: MUSIC VIDEOS (NOT CABLE)

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

MUSIC VIDEOS (NOT INCLUDING CABLE TV)

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

X755 BY GENDER

	MALE	FEMALE	TOTAL
N=	6751	557	7308
1	23.0	26.9	23.3
2	39.3	37.0	39.2
3	18.7	18.9	18.7
4	15.1	14.9	15.0
8	3.9	2.3	3.8
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	7.513	4	0.1111

X755 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	209	6855	244	7308
1	14.4	23.7	19.7	23.3
2	36.4	39.2	38.9	39.2
3	26.3	18.6	15.6	18.7
4	21.1	14.7	19.3	15.0
8	1.9	3.8	6.6	3.8
TOTAL	100.1	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	32.587	8	0.0001

X755 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	230	2321	1666	2261	6478
1	27.4	27.3	23.4	18.1	23.1
2	37.4	38.4	39.1	40.7	39.4
3	13.5	16.1	19.8	21.5	18.9
4	16.5	13.5	14.2	16.7	14.9
8	5.2	4.7	3.5	3.0	3.8
TOTAL	100.0	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	86.758	12	0.0001

X755 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4918	1739	6657
1	25.1	17.9	23.2
2	39.2	38.4	39.0
3	18.1	21.3	18.9
4	13.8	18.9	15.2
8	3.8	3.6	3.7
TOTAL	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	58.341	4	0.0001

X755 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5390	1465	232	221	7308
1	19.7	35.5	26.3	26.7	23.3
2	39.3	38.8	36.6	41.6	39.2
3	20.0	13.2	22.0	19.9	18.7
4	16.8	9.8	12.5	9.5	15.0
8	4.2	2.7	2.6	2.3	3.8
TOTAL	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	208.470	12	0.0001

X756 -- REG TV VIEWING: EARLY/LATE NEWS

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

EARLY/LATE NEWS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

X756 BY GENDER

	MALE	FEMALE	TOTAL
N=	6704	553	7257
1	24.7	26.2	24.8
2	40.0	42.0	40.2
3	17.0	17.7	17.1
4	14.3	11.8	14.1
8	3.9	2.4	3.8
TOTAL	99.9	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	6.817	4	0.1459

X756 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	212	6799	246	7257
1	42.5	24.2	26.0	24.8
2	43.4	40.2	37.8	40.2
3	9.0	17.3	16.7	17.1
4	3.3	14.5	13.0	14.1
8	1.9	3.8	6.5	3.8
TOTAL	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	62.239	8	0.0001

X756 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	231	2305	1645	2247	6428
1	24.7	20.2	25.6	28.4	24.6
2	34.2	38.1	39.8	43.0	40.1
3	18.2	19.1	17.2	14.8	17.1
4	17.8	17.9	13.8	10.8	14.4
8	5.2	4.7	3.6	3.0	3.8
TOTAL	100.1	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	105.729	12	0.0001

X756 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4885	1729	6614
1	22.9	29.7	24.7
2	39.6	42.2	40.2
3	18.4	13.3	17.1
4	15.3	11.2	14.3
8	3.8	3.6	3.8
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	60.715	4	0.0001

X756 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5360	1445	230	222	7257
1	24.4	25.7	27.8	26.6	24.8
2	40.1	41.0	37.0	39.6	40.2
3	16.9	17.4	18.7	18.9	17.1
4	14.4	13.2	13.9	12.6	14.1
8	4.2	2.8	2.6	2.3	3.8
TOTAL	100.0	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	14.071	12	0.2962



X757 -- REG TV VIEWING: DAVID LETTERMAN SHOW

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

DAVID LETTERMAN SHOW

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

X757 BY GENDER

	MALE	FEMALE	TOTAL
N=	6729	557	7286
1	17.2	9.7	16.6
2	23.3	20.1	23.0
3	23.0	23.2	23.0
4	32.7	44.7	33.6
8	3.9	2.3	3.8
TOTAL	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	45.189	4	0.0001

X757 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	210	6828	248	7286
1	17.6	16.3	24.2	16.6
2	35.7	22.6	25.0	23.0
3	21.9	23.1	21.4	23.0
4	22.9	34.3	23.0	33.6
8	1.9	3.8	6.5	3.8
TOTAL	100.0	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	48.385	8	0.0001

X757 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	227	2297	1661	2265	6450
1	11.5	11.7	17.6	22.0	16.8
2	16.7	18.1	24.6	28.0	23.2
3	17.6	23.3	23.2	23.3	23.1
4	48.9	42.2	31.0	23.7	33.1
8	5.3	4.8	3.6	3.0	3.8
TOTAL	100.0	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	282.458	12	0.0001

X757 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4905	1732	6637
1	15.5	19.3	16.5
2	21.5	27.2	23.0
3	23.4	21.9	23.0
4	35.8	27.9	33.8
8	3.8	3.6	3.7
TOTAL	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	54.415	4	0.0001

X757 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5399	1442	228	217	7286
1	19.1	8.5	11.8	12.9	16.6
2	24.6	17.8	20.2	22.6	23.0
3	22.8	24.1	21.5	22.1	23.0
4	29.3	46.9	43.9	40.1	33.6
8	4.2	2.8	2.6	2.3	3.8
TOTAL	100.0	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	231.288	12	0.0001

X248 -- REG TV VIEWING: SOAP OPERAS

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

SOAP OPERAS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

X248 BY GENDER

	MALE	FEMALE	TOTAL
N=	6647	555	7202
1	10.3	50.3	13.3
2	21.1	23.8	21.3
3	21.4	10.8	20.6
4	43.2	12.8	40.9
8	4.0	2.3	3.9
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	763.766	4	0.0001

X248 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	204	6755	243	7202
1	12.8	13.5	8.6	13.3
2	18.6	21.4	21.8	21.3
3	21.6	20.5	22.6	20.6
4	45.1	40.8	40.3	40.9
8	2.0	3.8	6.6	3.9
TOTAL	100.1	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	13.180	8	0.1058

X248 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	225	2272	1646	2231	6374
1	13.3	12.2	10.5	7.9	10.3
2	22.2	22.9	22.4	18.2	21.1
3	20.4	20.3	19.9	23.8	21.4
4	38.7	39.8	43.6	47.1	43.3
8	5.3	4.8	3.6	3.0	3.9
TOTAL	99.9	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	71.433	12	0.0001

X248 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4858	1711	6569
1	12.5	16.3	13.5
2	21.2	20.5	21.1
3	20.5	20.9	20.6
4	42.0	38.7	41.1
8	3.8	3.6	3.8
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	17.606	4	0.0015

X248 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5316	1443	226	217	7202
1	10.1	26.3	10.6	10.6	13.3
2	20.1	27.7	13.3	16.6	21.3
3	21.6	16.7	20.8	21.7	20.6
4	43.9	26.5	52.7	48.9	40.9
8	4.3	2.8	2.7	2.3	3.9
TOTAL	100.0	100.0	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	384.245	12	0.0001

X249 -- REG TV VIEWING: PROFESSIONAL BOWLING

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

PROFESSIONAL BOWLING

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

X249 BY GENDER

	MALE	FEMALE	TOTAL
N=	6575	549	7124
1	2.9	.6	2.7
2	10.7	7.3	10.4
3	24.2	19.5	23.9
4	58.2	70.3	59.2
8	4.0	2.4	3.9
TOTAL	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	36.652	4	0.0001

X249 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	205	6680	239	7124
1	1.5	2.8	2.5	2.7
2	7.3	10.4	11.7	10.4
3	23.4	24.0	20.9	23.9
4	65.9	59.0	58.2	59.2
8	2.0	3.9	6.7	3.9
TOTAL	100.1	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	12.959	8	0.1133

X249 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	223	2252	1623	2208	6306
1	6.3	3.3	3.1	2.0	2.9
2	11.2	10.4	11.3	10.4	10.7
3	17.0	21.5	24.9	27.5	24.3
4	60.1	59.9	57.1	57.1	58.2
8	5.4	4.8	3.6	3.0	3.9
TOTAL	100.0	99.9	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	52.051	12	0.0001

X249 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4800	1700	6500
1	2.7	2.6	2.7
2	10.4	9.2	10.1
3	23.9	24.2	24.0
4	59.1	60.3	59.4
8	3.9	3.7	3.8
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	2.349	4	0.6719

X249 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5264	1419	223	218	7124
1	2.7	2.9	2.7	2.8	2.7
2	11.3	7.6	8.1	9.6	10.4
3	25.3	19.6	19.3	22.5	23.9
4	56.5	67.1	67.3	62.8	59.2
8	4.3	2.8	2.7	2.3	3.9
TOTAL	100.1	100.0	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	66.036	12	0.0001

X250 -- REG TV VIEWING: NFL FTBL-REG WKEND GAMES

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

NFL FOOTBALL - REGULAR SEASON WEEKEND GAMES

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

X250 BY GENDER

	MALE	FEMALE	TOTAL
N=	6840	558	7398
1	53.4	18.8	50.8
2	23.9	26.2	24.1
3	9.7	17.7	10.3
4	9.3	35.0	11.2
8	3.9	2.3	3.7
TOTAL	100.2	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	462.849	4	0.0001

X250 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	209	6937	252	7398
1	47.4	50.9	48.4	50.8
2	26.3	24.0	23.0	24.1
3	9.1	10.4	8.3	10.3
4	15.3	11.0	13.9	11.2
8	1.9	3.7	6.4	3.7
TOTAL	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	14.196	8	0.0768

X250 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	231	2359	1688	2280	6558
1	60.2	56.3	54.9	48.9	53.5
2	17.3	20.8	23.9	28.0	24.0
3	8.7	9.2	9.5	10.5	9.7
4	8.7	9.1	8.2	9.7	9.1
8	5.2	4.6	3.5	2.9	3.8
TOTAL	100.1	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	59.603	12	0.0001

X250 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4976	1760	6736
1	51.1	49.3	50.7
2	24.5	23.2	24.1
3	10.4	9.9	10.3
4	10.3	14.1	11.3
8	3.7	3.5	3.7
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	18.853	4	0.0008

X250 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5453	1489	232	224	7398
1	47.4	64.6	49.1	43.3	50.8
2	25.3	18.8	22.8	29.5	24.1
3	11.1	6.8	12.9	10.7	10.3
4	12.1	7.1	12.5	14.3	11.2
8	4.1	2.7	2.6	2.2	3.7
TOTAL	100.0	100.0	99.9	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	155.090	12	0.0001



X251

-- REG TV VIEWING: NFL FTBL-REG MONDAY NGHT

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

NFL FOOTBALL - REGULAR SEASON MONDAY NIGHT (OR PRIME-  
TIME EVENING)

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

X251 BY GENDER

	MALE	FEMALE	TOTAL
N=	6832	557	7389
1	50.1	18.1	47.7
2	24.1	20.8	23.9
3	11.4	19.8	12.0
4	10.6	39.0	12.8
8	3.9	2.3	3.8
TOTAL	100.1	100.0	100.2

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	470.546	4	0.0001

X251 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	211	6930	248	7389
1	43.1	47.9	45.6	47.7
2	27.0	23.7	24.6	23.9
3	11.4	12.2	6.5	12.0
4	16.6	12.5	16.9	12.8
8	1.9	3.7	6.5	3.8
TOTAL	100.0	100.0	100.1	100.2

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	21.895	8	0.0051

X251 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	231	2357	1690	2277	6555
1	59.7	54.0	52.3	43.8	50.2
2	17.8	21.3	23.3	28.3	24.1
3	8.2	10.0	11.0	14.0	11.6
4	9.1	10.1	10.0	11.0	10.4
8	5.2	4.6	3.5	2.9	3.8
TOTAL	100.0	100.0	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	91.137	12	0.0001

X251 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4975	1755	6730
1	48.1	46.3	47.7
2	23.7	23.7	23.7
3	12.6	10.9	12.2
4	11.8	15.6	12.8
8	3.7	3.5	3.7
TOTAL	99.9	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	18.823	4	0.0009

X251 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5451	1484	231	223	7389
1	43.8	62.2	48.1	44.4	47.7
2	25.0	19.8	21.2	25.1	23.9
3	13.2	7.4	13.4	13.0	12.0
4	13.9	8.0	14.7	15.3	12.8
8	4.2	2.7	2.6	2.2	3.8
TOTAL	100.1	100.1	100.0	100.0	100.2

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	173.641	12	0.0001

X252 -- REG TV VIEWING: NFL PLAYOFFS

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

NFL PLAYOFFS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

X252 BY GENDER

	MALE	FEMALE	TOTAL
N=	6819	561	7380
1	60.5	27.1	58.0
2	18.6	20.0	18.7
3	8.1	16.2	8.7
4	8.9	34.4	10.9
8	3.9	2.3	3.8
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	452.721	4	0.0001

X252 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	211	6919	250	7380
1	54.0	58.2	55.6	58.0
2	19.9	18.8	16.4	18.7
3	10.0	8.7	6.4	8.7
4	14.2	10.6	15.2	10.9
8	1.9	3.7	6.4	3.8
TOTAL	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	17.217	8	0.0279

X252 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	230	2348	1688	2273	6539
1	65.7	62.6	62.7	56.6	60.7
2	17.8	16.1	17.5	22.4	18.7
3	5.2	7.4	8.5	8.9	8.1
4	6.1	9.3	7.7	9.1	8.7
8	5.2	4.6	3.5	3.0	3.8
TOTAL	100.0	100.0	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	58.084	12	0.0001

X252 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4975	1745	6720
1	58.8	55.0	57.8
2	18.7	19.3	18.9
3	8.8	8.8	8.8
4	10.0	13.4	10.9
8	3.7	3.6	3.7
TOTAL	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	17.756	4	0.0014

X252 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5437	1492	228	223	7380
1	54.7	70.6	59.2	52.5	58.0
2	19.9	14.4	16.2	22.0	18.7
3	9.4	5.6	11.0	9.0	8.7
4	11.9	6.6	11.0	14.4	10.9
8	4.2	2.7	2.6	2.2	3.8
TOTAL	100.1	99.9	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	135.403	12	0.0001

X253 -- REG TV VIEWING: SUPERBOWL

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

SUPERBOWL

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

X253 BY GENDER

	MALE	FEMALE	TOTAL
N=	6774	558	7332
1	72.3	40.9	69.9
2	10.9	13.4	11.1
3	5.9	16.7	6.8
4	7.0	26.7	8.5
8	3.9	2.3	3.8
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	400.557	4	0.0001

X253 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	208	6876	248	7332
1	65.9	70.1	66.5	69.9
2	13.5	11.0	9.7	11.1
3	6.3	6.8	7.3	6.8
4	12.5	8.4	10.1	8.5
8	1.9	3.7	6.5	3.8
TOTAL	100.1	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	13.999	8	0.0818

X253 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	229	2320	1676	2271	6496
1	74.7	71.9	75.4	70.6	72.4
2	9.2	9.6	9.1	14.0	11.0
3	4.8	6.0	5.0	6.5	5.9
4	6.1	7.9	7.0	6.0	6.9
8	5.2	4.7	3.5	3.0	3.8
TOTAL	100.0	100.1	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	53.401	12	0.0001

X253 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4945	1735	6680
1	70.9	67.1	69.9
2	10.8	11.9	11.1
3	6.6	7.0	6.7
4	7.9	10.5	8.6
8	3.8	3.6	3.7
TOTAL	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	14.385	4	0.0062

X253 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5417	1467	229	219	7332
1	68.1	77.4	67.3	64.8	69.9
2	11.7	8.5	11.8	12.3	11.1
3	7.0	5.5	7.4	9.6	6.8
4	9.1	5.9	10.9	11.0	8.5
8	4.2	2.7	2.6	2.3	3.8
TOTAL	100.1	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	58.468	12	0.0001

Y063 -- REG TV VIEWING: USFL FOOTBALL

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

USFL FOOTBALL

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y063 BY GENDER

	MALE	FEMALE	TOTAL
N=	6599	545	7144
1	13.1	5.3	12.5
2	23.0	14.1	22.4
3	26.4	23.5	26.1
4	33.5	54.7	35.1
8	4.0	2.4	3.9
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	111.303	4	0.0001

Y063 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	206	6698	240	7144
1	10.2	12.5	14.2	12.5
2	18.5	22.5	22.5	22.4
3	29.6	26.1	23.3	26.1
4	39.8	35.1	33.3	35.1
8	1.9	3.8	6.7	3.9
TOTAL	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	12.881	8	0.1160

Y063 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	225	2255	1643	2206	6329
1	22.7	18.7	12.2	7.0	13.1
2	28.0	24.7	23.9	20.4	23.1
3	16.0	23.5	26.3	30.6	26.4
4	28.0	28.3	34.0	39.0	33.5
8	5.3	4.8	3.6	3.0	3.9
TOTAL	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	226.497	12	0.0001

Y063 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4822	1694	6516
1	12.9	10.0	12.2
2	22.9	20.3	22.2
3	25.6	27.6	26.1
4	34.7	38.4	35.7
8	3.9	3.7	3.8
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	19.637	4	0.0006

Y063 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5261	1444	222	217	7144
1	9.2	24.7	11.3	13.8	12.5
2	20.4	28.5	27.0	23.5	22.4
3	27.5	21.8	23.0	24.9	26.1
4	38.6	22.4	36.0	35.5	35.1
8	4.3	2.8	2.7	2.3	3.9
TOTAL	100.0	100.2	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	362.699	12	0.0001



Y064 -- REG TV VIEWING: NCAA BSKTBL-REG SEASON

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

NCAA BASKETBALL - REGULAR SEASON GAMES

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y064 BY GENDER

	MALE	FEMALE	TOTAL
N=	6781	559	7340
1	28.9	13.4	27.8
2	22.6	19.9	22.4
3	19.0	18.6	19.0
4	25.6	45.8	27.1
8	3.9	2.3	3.8
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	127.882	4	0.0001

Y064 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	211	6881	248	7340
1	29.4	28.0	21.0	27.8
2	20.9	22.7	14.9	22.4
3	19.9	18.7	26.2	19.0
4	28.0	26.9	31.5	27.1
8	1.9	3.7	6.5	3.8
TOTAL	100.1	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	27.039	8	0.0007

Y064 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	231	2334	1676	2263	6504
1	48.5	35.1	28.3	21.9	29.3
2	14.7	21.5	24.6	23.8	22.9
3	11.7	16.0	18.6	22.5	18.8
4	19.9	22.7	24.9	28.9	25.3
8	5.2	4.7	3.5	3.0	3.8
TOTAL	100.0	100.0	99.9	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	173.501	12	0.0001

Y064 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4948	1743	6691
1	28.0	26.2	27.5
2	22.6	23.8	22.9
3	18.9	18.0	18.7
4	26.8	28.5	27.3
8	3.8	3.6	3.7
TOTAL	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	4.474	4	0.3457

Y064 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5401	1488	229	222	7340
1	19.6	59.7	18.8	21.2	27.8
2	22.5	21.4	21.8	27.5	22.4
3	21.5	7.9	24.5	24.3	19.0
4	32.2	8.3	32.3	24.8	27.1
8	4.2	2.7	2.6	2.3	3.8
TOTAL	100.0	100.0	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	066.710	12	0.0001

Y065 -- REG TV VIEWING: NCAA BSKTBL PLAYOFFS

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

NCAA BASKETBALL PLAYOFFS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y065 BY GENDER

	MALE	FEMALE	TOTAL
N=	6755	554	7309
1	36.5	17.5	35.1
2	18.2	18.1	18.2
3	15.9	15.2	15.9
4	25.4	46.9	27.1
8	3.9	2.4	3.8
TOTAL	99.9	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	143.742	4	0.0001

Y065 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	208	6854	247	7309
1	39.4	35.2	27.1	35.1
2	18.8	18.4	13.0	18.2
3	12.0	15.8	20.2	15.9
4	27.9	26.8	33.2	27.1
8	1.9	3.8	6.5	3.8
TOTAL	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	24.744	8	0.0017

Y065 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	231	2320	1667	2260	6478
1	48.9	41.6	35.8	31.7	36.9
2	13.9	17.2	19.6	19.3	18.4
3	13.9	13.5	16.4	17.9	15.8
4	18.2	23.0	24.8	28.1	25.1
8	5.2	4.7	3.5	3.0	3.8
TOTAL	100.1	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	88.589	12	0.0001

Y065 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4929	1736	6665
1	35.2	34.3	35.0
2	18.2	19.2	18.5
3	15.7	15.6	15.7
4	27.2	27.3	27.2
8	3.8	3.6	3.7
TOTAL	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	1.189	4	0.8799

Y065 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5391	1476	225	217	7309
1	26.9	67.2	24.0	30.4	35.1
2	18.7	15.1	20.4	26.3	18.2
3	18.1	6.9	20.9	17.1	15.9
4	32.2	8.1	32.0	24.0	27.1
8	4.2	2.7	2.7	2.3	3.8
TOTAL	100.1	100.0	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	919.159	12	0.0001

Y066 -- REG TV VIEWING: NBA - REG SEASON GAMES

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

NBA - REGULAR SEASON GAMES

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y066 BY GENDER

	MALE	FEMALE	TOTAL
N=	6754	557	7311
1	29.1	14.7	28.0
2	23.9	18.7	23.5
3	18.2	19.0	18.2
4	24.9	45.2	26.5
8	3.9	2.3	3.8
TOTAL	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	127.675	4	0.0001

Y066 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	208	6860	243	7311
1	21.6	28.3	23.9	28.0
2	20.7	23.8	18.9	23.5
3	26.0	17.9	19.8	18.2
4	29.8	26.2	30.9	26.5
8	1.9	3.8	6.6	3.8
TOTAL	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	25.064	8	0.0015

Y066 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	229	2325	1669	2258	6481
1	47.2	37.1	29.3	19.5	29.3
2	15.3	22.1	24.9	26.4	24.1
3	13.5	14.5	17.3	22.9	18.1
4	18.8	21.7	24.9	28.2	24.7
8	5.2	4.7	3.5	3.0	3.8
TOTAL	100.0	100.1	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	246.882	12	0.0001

Y066 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4932	1739	6671
1	28.3	25.2	27.5
2	24.0	23.6	23.9
3	17.8	19.6	18.2
4	26.1	28.1	26.6
8	3.8	3.6	3.7
TOTAL	100.0	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	9.046	4	0.0599

Y066 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5380	1482	228	221	7311
1	18.7	62.2	24.6	28.1	28.0
2	24.3	20.4	21.5	28.1	23.5
3	21.1	7.0	21.5	19.0	18.2
4	31.7	7.8	29.8	22.6	26.5
8	4.2	2.7	2.6	2.3	3.8
TOTAL	100.0	100.1	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	184.480	12	0.0001

Y067 -- REG TV VIEWING: NBA PLAYOFFS

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

NBA PLAYOFFS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y067 BY GENDER

	MALE	FEMALE	TOTAL
N=	6718	552	7270
1	40.2	21.4	38.7
2	17.3	17.2	17.3
3	14.5	15.4	14.6
4	24.1	43.7	25.6
8	3.9	2.4	3.8
TOTAL	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	126.115	4	0.0001

Y067 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	206	6817	247	7270
1	35.9	39.1	32.0	38.7
2	18.5	17.4	13.4	17.3
3	16.0	14.4	20.2	14.6
4	27.7	25.5	27.9	25.6
8	1.9	3.8	6.5	3.8
TOTAL	100.0	100.2	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	19.336	8	0.0132

Y067 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	226	2309	1656	2250	6441
1	51.8	45.0	40.4	34.5	40.4
2	11.5	15.7	17.9	19.5	17.5
3	11.5	12.7	14.0	16.6	14.4
4	19.9	21.8	24.2	26.4	24.0
8	5.3	4.7	3.6	3.0	3.8
TOTAL	100.0	99.9	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	88.694	12	0.0001

Y067 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4902	1724	6626
1	38.8	37.7	38.5
2	17.3	18.0	17.5
3	14.6	14.3	14.5
4	25.5	26.5	25.7
8	3.8	3.6	3.7
TOTAL	100.0	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	1.530	4	0.8213

Y067 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5359	1464	229	218	7270
1	29.9	71.9	31.4	40.4	38.7
2	18.6	12.0	17.5	19.7	17.3
3	16.8	5.8	18.3	15.6	14.6
4	30.5	7.6	30.1	22.0	25.6
8	4.2	2.7	2.6	2.3	3.8
TOTAL	100.0	100.0	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	903.260	12	0.0001



Y068 -- REG TV VIEWING: NEWHART

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

NEWHART

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y068 BY GENDER

	MALE	FEMALE	TOTAL
N=	6642	555	7197
1	6.6	8.8	6.7
2	23.6	24.5	23.7
3	30.2	33.2	30.4
4	35.7	31.2	35.4
8	4.0	2.3	3.9
TOTAL	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	12.193	4	0.0160

Y068 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	207	6747	243	7197
1	9.2	6.7	6.2	6.7
2	21.7	23.8	20.2	23.7
3	30.9	30.2	35.4	30.4
4	36.2	35.5	31.7	35.4
8	1.9	3.8	6.6	3.9
TOTAL	99.9	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	13.477	8	0.0965

Y068 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	220	2275	1642	2232	6369
1	5.0	5.2	6.6	8.2	6.6
2	17.3	21.0	25.2	26.0	23.7
3	28.2	28.4	28.8	32.6	30.0
4	44.1	40.6	35.9	30.3	35.9
8	5.5	4.8	3.6	3.0	3.9
TOTAL	100.1	100.0	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	89.725	12	0.0001

Y068 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4855	1714	6569
1	6.6	6.5	6.6
2	24.1	23.8	24.0
3	29.8	30.9	30.1
4	35.7	35.2	35.6
8	3.8	3.6	3.8
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	0.891	4	0.9259

Y068 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5320	1431	227	219	7197
1	7.1	6.0	4.0	5.5	6.7
2	25.8	17.9	14.1	18.3	23.7
3	30.8	29.4	27.8	29.7	30.4
4	32.0	43.9	51.5	44.3	35.4
8	4.3	2.8	2.6	2.3	3.9
TOTAL	100.0	100.0	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	125.090	12	0.0001

Y069 -- REG TV VIEWING: WHO'S THE BOSS

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

WHO'S THE BOSS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y069 BY GENDER

	MALE	FEMALE	TOTAL
N=	6703	554	7257
1	13.3	23.7	14.0
2	29.8	35.4	30.2
3	25.7	24.0	25.6
4	27.4	14.6	26.4
8	3.9	2.4	3.8
TOTAL	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	80.147	4	0.0001

Y069 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	204	6808	245	7257
1	12.3	14.2	12.2	14.0
2	24.5	30.2	34.7	30.2
3	24.0	25.6	25.3	25.6
4	37.3	26.3	21.2	26.4
8	2.0	3.8	6.5	3.8
TOTAL	100.1	100.1	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	23.374	8	0.0029

Y069 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	226	2298	1667	2236	6427
1	17.3	13.8	14.3	11.6	13.3
2	25.7	30.6	30.8	28.1	29.6
3	18.1	23.8	26.6	27.6	25.7
4	33.6	27.0	24.7	29.7	27.6
8	5.3	4.7	3.5	3.0	3.8
TOTAL	100.0	99.9	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	48.161	12	0.0001

Y069 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4912	1714	6626
1	14.3	13.4	14.1
2	30.3	29.4	30.1
3	25.8	25.0	25.6
4	25.8	28.7	26.6
8	3.8	3.6	3.7
TOTAL	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	5.536	4	0.2366

Y069 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5365	1443	228	221	7257
1	12.5	18.0	22.4	17.7	14.0
2	30.1	30.2	29.0	34.8	30.2
3	26.3	23.3	21.9	24.9	25.6
4	26.9	25.8	24.1	20.4	26.4
8	4.2	2.8	2.6	2.3	3.8
TOTAL	100.0	100.1	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	58.123	12	0.0001

Y070 -- REG TV VIEWING: THE COSBY SHOW

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

THE COSBY SHOW

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7.875

Y070 BY GENDER

	MALE	FEMALE	TOTAL
N=	6826	564	7390
1	44.0	62.1	45.4
2	28.1	22.3	27.7
3	14.9	9.2	14.5
4	9.1	4.1	8.7
8	3.9	2.3	3.8
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	74.098	4	0.0001

Y070 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	212	6929	249	7390
1	41.5	45.8	37.4	45.4
2	27.4	27.7	26.1	27.7
3	17.9	14.2	19.7	14.5
4	11.3	8.6	10.4	8.7
8	1.9	3.7	6.4	3.8
TOTAL	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	20.742	8	0.0079

Y070 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	233	2353	1693	2267	6546
1	48.9	47.1	45.7	39.7	44.2
2	24.0	25.8	28.5	30.9	28.2
3	11.2	12.8	14.5	17.3	14.8
4	10.7	9.7	7.8	9.2	9.0
8	5.2	4.6	3.5	3.0	3.8
TOTAL	100.0	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	61.600	12	0.0001

Y070 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4989	1758	6747
1	46.2	43.9	45.6
2	28.3	26.2	27.8
3	13.7	16.0	14.3
4	8.0	10.3	8.6
8	3.7	3.5	3.7
TOTAL	99.9	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	16.352	4	0.0026

Y070 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5444	1492	231	223	7390
1	37.3	75.6	42.4	43.1	45.4
2	31.2	15.3	22.1	29.2	27.7
3	17.4	3.8	16.0	13.0	14.5
4	9.9	2.6	16.9	12.6	8.7
8	4.2	2.7	2.6	2.2	3.8
TOTAL	100.0	100.0	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	743.318	12	0.0001

Y071 -- REG TV VIEWING: FAMILY TIES

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

FAMILY TIES

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y071 BY GENDER

	MALE	FEMALE	TOTAL
N=	6772	562	7334
1	35.0	53.4	36.4
2	33.1	28.8	32.8
3	16.7	10.1	16.2
4	11.2	5.3	10.8
8	3.9	2.3	3.8
TOTAL	99.9	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	84.877	4	0.0001

Y071 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	205	6880	249	7334
1	35.6	36.6	31.3	36.4
2	24.9	33.0	33.7	32.8
3	20.0	16.0	19.7	16.2
4	17.6	10.6	8.8	10.8
8	2.0	3.7	6.4	3.8
TOTAL	100.1	99.9	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	26.105	8	0.0010

Y071 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	231	2326	1672	2263	6492
1	33.3	33.8	37.2	35.2	35.2
2	26.0	33.4	33.0	33.9	33.2
3	15.6	16.1	17.3	16.7	16.6
4	19.9	12.0	9.0	11.2	11.2
8	5.2	4.7	3.5	3.0	3.8
TOTAL	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	43.295	12	0.0001

Y071 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4950	1744	6694
1	36.8	35.7	36.5
2	33.8	30.6	33.0
3	15.8	17.2	16.2
4	9.8	13.0	10.7
8	3.8	3.6	3.7
TOTAL	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	18.549	4	0.0010

Y071 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5421	1464	229	220	7334
1	32.7	49.7	38.4	36.8	36.4
2	35.1	26.0	23.1	32.3	32.8
3	17.3	12.1	17.0	16.8	16.2
4	10.7	9.5	18.8	11.8	10.8
8	4.2	2.7	2.6	2.3	3.8
TOTAL	100.0	100.0	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	171.576	12	0.0001



Y072 -- REG TV VIEWING: CHEERS

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

CHEERS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y072 BY GENDER

	MALE	FEMALE	TOTAL
N=	6740	564	7304
1	24.3	25.9	24.4
2	31.1	29.1	30.9
3	22.5	23.4	22.6
4	18.2	19.3	18.3
8	3.9	2.3	3.8
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	5.307	4	0.2573

Y072 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	208	6849	247	7304
1	26.9	24.4	23.9	24.4
2	30.3	30.9	33.2	30.9
3	18.8	22.7	21.9	22.6
4	22.1	18.3	14.6	18.3
8	1.9	3.8	6.5	3.8
TOTAL	100.0	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	12.642	8	0.1248

Y072 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	225	2309	1673	2256	6463
1	20.4	20.0	26.2	27.9	24.4
2	27.6	30.9	31.7	30.9	31.0
3	19.6	23.4	21.8	22.5	22.5
4	27.1	21.0	16.9	15.7	18.3
8	5.3	4.7	3.5	3.0	3.8
TOTAL	100.0	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	76.172	12	0.0001

Y072 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4928	1743	6671
1	24.5	25.2	24.7
2	31.2	29.5	30.8
3	23.0	21.3	22.6
4	17.5	20.5	18.3
8	3.8	3.6	3.7
TOTAL	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	9.586	4	0.0480

Y072 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5401	1453	229	221	7304
1	24.4	24.5	25.3	24.0	24.4
2	31.7	29.0	24.0	31.7	30.9
3	22.7	22.6	21.4	21.3	22.6
4	17.1	21.2	26.6	20.8	18.3
8	4.2	2.8	2.6	2.3	3.8
TOTAL	100.1	100.1	99.9	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	36.084	12	0.0003

Y073 -- REG TV VIEWING: NIGHT COURT

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

NIGHT COURT

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y073 BY GENDER

	MALE	FEMALE	TOTAL
N=	6718	556	7274
1	22.9	21.9	22.8
2	28.9	25.5	28.6
3	23.2	25.2	23.3
4	21.2	25.0	21.5
8	3.9	2.3	3.8
TOTAL	100.1	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	9.973	4	0.0409

Y073 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	206	6821	247	7274
1	23.3	22.8	21.1	22.8
2	24.8	28.7	30.4	28.6
3	23.8	23.3	23.9	23.3
4	26.2	21.5	18.2	21.5
8	1.9	3.8	6.5	3.8
TOTAL	100.0	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	11.669	8	0.1666

Y073 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	224	2311	1662	2245	6442
1	20.1	20.0	24.8	25.0	23.0
2	25.9	27.8	29.4	29.7	28.8
3	20.5	23.4	23.0	23.3	23.2
4	28.1	24.1	19.2	19.1	21.2
8	5.4	4.7	3.6	3.0	3.8
TOTAL	100.0	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	52.054	12	0.0001

Y073 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4908	1735	6643
1	23.6	21.3	23.0
2	28.9	27.6	28.5
3	22.9	23.8	23.2
4	20.9	23.8	21.6
8	3.8	3.6	3.7
TOTAL	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	8.975	4	0.0617

Y073 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5385	1443	227	219	7274
1	22.6	23.2	23.8	24.2	22.8
2	29.5	26.5	22.5	27.9	28.6
3	23.7	22.3	20.7	24.2	23.3
4	20.1	25.2	30.4	21.5	21.5
8	4.2	2.8	2.6	2.3	3.8
TOTAL	100.1	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	39.880	12	0.0001

Y074 -- REG TV VIEWING: GIMME A BREAK

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

GIMME A BREAK

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y074 BY GENDER

	MALE	FEMALE	TOTAL
N=	6693	562	7255
1	13.8	29.5	15.0
2	33.3	35.2	33.4
3	28.2	21.4	27.6
4	20.8	11.6	20.1
8	3.9	2.3	3.8
TOTAL	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	120.698	4	0.0001

Y074 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	207	6806	242	7255
1	10.6	15.3	9.5	15.0
2	21.7	33.8	32.6	33.4
3	25.6	27.5	32.2	27.6
4	40.1	19.6	19.0	20.1
8	1.9	3.8	6.6	3.8
TOTAL	99.9	100.0	99.9	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	68.198	8	0.0001

Y074 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	226	2308	1656	2231	6421
1	21.2	19.3	13.6	7.8	13.9
2	33.6	36.6	34.8	28.9	33.4
3	20.8	22.8	29.3	33.1	28.0
4	19.0	16.6	18.7	27.1	20.9
8	5.3	4.7	3.6	3.0	3.9
TOTAL	99.9	100.0	100.0	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	262.146	12	0.0001

Y074 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4906	1728	6634
1	15.8	13.3	15.2
2	35.0	28.7	33.4
3	27.4	27.8	27.5
4	18.0	26.6	20.3
8	3.8	3.6	3.7
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	67.124	4	0.0001

Y074 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5351	1460	228	216	7255
1	10.0	33.4	15.8	14.4	15.0
2	31.6	39.9	33.8	34.3	33.4
3	31.0	15.3	27.6	27.8	27.6
4	23.2	8.8	20.2	21.3	20.1
8	4.2	2.7	2.6	2.3	3.8
TOTAL	100.0	100.1	100.0	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	670.267	12	0.0001

Y075 -- REG TV VIEWING: CAGNEY AND LACEY

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

CAGNEY AND LACEY

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y075 BY GENDER

	MALE	FEMALE	TOTAL
N=	6665	561	7226
1	7.0	17.3	7.8
2	24.8	30.0	25.2
3	31.5	28.3	31.2
4	32.7	22.1	31.9
8	4.0	2.3	3.8
TOTAL	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	98.542	4	0.0001

Y075 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	205	6777	244	7226
1	8.8	7.9	5.7	7.8
2	15.6	25.4	27.5	25.2
3	27.3	31.3	34.0	31.2
4	46.3	31.7	26.2	31.9
8	2.0	3.8	6.6	3.8
TOTAL	100.0	100.1	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	33.920	8	0.0001

Y075 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	224	2285	1655	2227	6391
1	12.1	8.4	7.0	5.3	7.1
2	26.3	27.7	24.7	21.5	24.7
3	26.3	29.1	32.6	33.5	31.4
4	29.9	30.1	32.3	36.6	32.9
8	5.4	4.8	3.6	3.0	3.9
TOTAL	100.0	100.1	100.2	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	76.397	12	0.0001

Y075 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4885	1726	6611
1	7.6	8.6	7.9
2	25.4	24.0	25.1
3	32.1	28.7	31.2
4	31.1	35.1	32.1
8	3.8	3.6	3.8
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	13.958	4	0.0074

Y075 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5339	1443	229	215	7226
1	6.9	11.1	9.2	7.4	7.8
2	24.3	30.4	17.5	19.5	25.2
3	32.0	29.0	25.8	34.4	31.2
4	32.6	26.8	45.0	36.3	31.9
8	4.2	2.8	2.6	2.3	3.8
TOTAL	100.0	100.1	100.1	99.9	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	92.362	12	0.0001



Y076 -- REG TV VIEWING: THE EQUALIZER

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

THE EQUALIZER

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y076 BY GENDER

	MALE	FEMALE	TOTAL
N=	6723	555	7278
1	15.5	11.4	15.1
2	25.5	18.7	25.0
3	25.0	25.1	25.0
4	30.2	42.5	31.1
8	3.9	2.3	3.8
TOTAL	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	43.689	4	0.0001

Y076 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	209	6825	244	7278
1	9.6	15.1	20.9	15.1
2	22.0	25.1	23.0	25.0
3	24.4	24.8	29.5	25.0
4	42.1	31.2	20.1	31.1
8	1.9	3.8	6.6	3.8
TOTAL	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	37.460	8	0.0001

Y076 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	227	2313	1666	2244	6450
1	22.5	17.9	14.4	12.6	15.3
2	27.8	28.2	24.8	23.3	25.6
3	17.2	21.7	26.4	27.8	24.9
4	27.3	27.5	30.9	33.4	30.4
8	5.3	4.7	3.5	3.0	3.8
TOTAL	100.1	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	90.097	12	0.0001

Y076 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4926	1734	6660
1	15.5	13.1	14.9
2	25.7	22.7	24.9
3	24.5	25.6	24.8
4	30.5	35.1	31.7
8	3.8	3.6	3.7
TOTAL	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	18.474	4	0.0010

Y076 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5372	1460	228	218	7278
1	14.2	19.9	11.0	10.6	15.1
2	24.2	28.4	18.0	29.8	25.0
3	25.6	22.8	24.6	25.2	25.0
4	31.9	26.2	43.9	32.1	31.1
8	4.2	2.7	2.6	2.3	3.8
TOTAL	100.1	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	82.252	12	0.0001

Y077 -- REG TV VIEWING: SIMON AND SIMON

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

SIMON AND SIMON

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y077 BY GENDER

	MALE	FEMALE	TOTAL
N=	6731	554	7285
1	18.9	10.7	18.3
2	33.0	29.1	32.7
3	23.4	30.5	23.9
4	20.8	27.4	21.3
8	3.9	2.4	3.8
TOTAL	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	46.185	4	0.0001

Y077 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	205	6831	249	7285
1	8.3	18.6	18.9	18.3
2	29.3	32.8	31.3	32.7
3	28.8	23.7	26.1	23.9
4	31.7	21.2	17.3	21.3
8	2.0	3.8	6.4	3.8
TOTAL	100.1	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	33.848	8	0.0001

Y077 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	229	2303	1665	2255	6452
1	21.0	20.1	18.7	17.6	18.9
2	34.5	32.2	33.9	33.1	33.0
3	17.5	23.1	23.2	24.3	23.4
4	21.8	19.9	20.6	22.1	20.9
8	5.2	4.7	3.5	3.0	3.8
TOTAL	100.0	100.0	99.9	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	23.406	12	0.0245

Y077 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4926	1732	6658
1	19.2	15.4	18.2
2	33.5	30.0	32.6
3	23.1	26.1	23.9
4	20.5	24.9	21.6
8	3.8	3.6	3.7
TOTAL	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	31.130	4	0.0001

Y077 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5378	1458	231	218	7285
1	19.6	15.7	11.7	8.7	18.3
2	33.4	31.2	22.9	35.3	32.7
3	23.0	26.2	29.9	23.9	23.9
4	19.7	24.1	32.9	29.8	21.3
8	4.2	2.7	2.6	2.3	3.8
TOTAL	99.9	99.9	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	86.896	12	0.0001

Y078 -- REG TV VIEWING: HILL STREET BLUES

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

HILL STREET BLUES

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y078 BY GENDER

	MALE	FEMALE	TOTAL
N=	6714	562	7276
1	20.5	14.4	20.1
2	32.2	24.7	31.6
3	24.7	34.0	25.4
4	18.7	24.6	19.2
8	3.9	2.3	3.8
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	49.510	4	0.0001

Y078 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	211	6822	243	7276
1	21.8	19.9	23.5	20.1
2	30.3	31.6	34.6	31.6
3	28.0	25.4	23.1	25.4
4	18.0	19.4	12.4	19.2
8	1.9	3.8	6.6	3.8
TOTAL	100.0	100.1	100.2	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	16.940	8	0.0307

Y078 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	228	2306	1666	2240	6440
1	19.7	21.4	20.5	19.5	20.4
2	33.3	31.2	32.3	32.7	32.1
3	20.6	24.1	23.7	26.5	24.7
4	21.1	18.6	20.0	18.3	18.9
8	5.3	4.7	3.5	3.0	3.8
TOTAL	100.0	100.0	100.0	100.0	99.9

STATISTIC VALUE D.F. PROB.  
CHISQUARE 21.267 12 0.0466

Y078 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4918	1740	6658
1	19.7	20.9	20.0
2	30.6	32.9	31.2
3	25.6	25.1	25.5
4	20.4	17.5	19.6
8	3.8	3.6	3.7
TOTAL	100.1	100.0	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 9.084 4 0.0590

Y078 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5368	1461	228	219	7276
1	20.2	20.3	20.2	14.6	20.1
2	31.8	31.7	21.9	35.6	31.6
3	25.3	25.3	26.3	27.4	25.4
4	18.5	20.0	29.0	20.1	19.2
8	4.2	2.7	2.6	2.3	3.8
TOTAL	100.0	100.0	100.0	100.0	100.1

STATISTIC VALUE D.F. PROB.  
CHISQUARE 34.014 12 0.0007

Y079 -- REG TV VIEWING: BLACKIE'S MAGIC

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

BLACKIE'S MAGIC

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y079 BY GENDER

	MALE	FEMALE	TOTAL
N=	6666	561	7227
1	5.9	3.0	5.7
2	16.0	9.5	15.5
3	25.9	26.0	25.9
4	48.3	59.2	49.2
8	4.0	2.3	3.8
TOTAL	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	37.813	4	0.0001

Y079 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	208	6776	243	7227
1	1.4	5.7	7.8	5.7
2	10.1	15.6	16.9	15.5
3	25.0	25.6	34.2	25.9
4	61.5	49.3	34.6	49.2
8	1.9	3.8	6.6	3.8
TOTAL	99.9	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	43.379	8	0.0001

Y079 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	219	2286	1654	2234	6393
1	8.2	6.7	6.2	4.6	5.9
2	19.2	16.8	16.9	14.2	16.0
3	14.2	23.8	25.8	28.4	25.6
4	53.0	47.9	47.6	49.9	48.7
8	5.5	4.8	3.6	3.0	3.9
TOTAL	100.1	100.0	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	52.921	12	0.0001

Y079 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4883	1735	6618
1	5.8	4.3	5.4
2	16.9	11.4	15.5
3	25.7	25.0	25.5
4	47.8	55.7	49.9
8	3.8	3.6	3.8
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	47.420	4	0.0001

Y079 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5342	1440	228	217	7227
1	5.7	5.8	4.8	5.5	5.7
2	16.2	14.2	8.3	12.4	15.5
3	27.5	20.4	21.1	26.7	25.9
4	46.4	56.8	63.2	53.0	49.2
8	4.2	2.8	2.6	2.3	3.8
TOTAL	100.0	100.0	100.0	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	80.682	12	0.0001



Y080 -- REG TV VIEWING: MOONLIGHTING

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

MOONLIGHTING

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y080 BY GENDER

	MALE	FEMALE	TOTAL
N=	6709	559	7268
1	24.7	28.8	25.0
2	24.7	25.0	24.7
3	19.9	24.2	20.2
4	26.8	19.7	26.3
8	3.9	2.3	3.8
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	21.777	4	0.0002

Y080 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	209	6812	247	7268
1	21.1	25.1	24.7	25.0
2	26.8	24.5	28.3	24.7
3	22.5	20.0	23.5	20.2
4	27.8	26.6	17.0	26.3
8	1.9	3.8	6.5	3.8
TOTAL	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	20.161	8	0.0097

Y080 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	221	2298	1663	2250	6432
1	21.7	22.4	25.7	26.6	24.7
2	23.5	25.2	24.1	24.4	24.6
3	15.4	20.0	18.4	20.8	19.7
4	33.9	27.6	28.2	25.3	27.2
8	5.4	4.7	3.6	3.0	3.8
TOTAL	99.9	99.9	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	33.851	12	0.0007

Y080 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4913	1737	6650
1	25.1	25.2	25.1
2	24.7	23.8	24.5
3	19.9	21.4	20.2
4	26.6	26.0	26.5
8	3.8	3.6	3.7
TOTAL	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	2.180	4	0.7027

Y080 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5377	1444	227	220	7268
1	23.4	29.3	29.5	30.0	25.0
2	25.2	24.3	18.1	22.7	24.7
3	20.6	18.6	18.5	21.8	20.2
4	26.5	25.0	31.3	23.2	26.3
8	4.2	2.8	2.6	2.3	3.8
TOTAL	99.9	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	40.496	12	0.0001

Y081 -- REG TV VIEWING: MACGIVER

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

MACGIVER

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y081 BY GENDER

	MALE	FEMALE	TOTAL
N=	6735	556	7291
1	20.3	16.7	20.0
2	24.8	20.3	24.5
3	23.1	24.6	23.2
4	27.9	36.0	28.5
8	3.9	2.3	3.8
TOTAL	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	23.233	4	0.0001

Y081 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	207	6837	247	7291
1	11.1	20.2	21.5	20.0
2	16.9	24.6	27.9	24.5
3	23.7	23.2	21.5	23.2
4	46.4	28.2	22.7	28.5
8	1.9	3.8	6.5	3.8
TOTAL	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	48.058	8	0.0001

Y081 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	227	231	1667	2254	6459
1	26.0	22.6	21.5	16.5	20.3
2	27.8	27.2	23.9	22.6	24.8
3	15.0	21.1	22.9	26.2	23.1
4	26.0	24.5	28.1	31.8	28.0
8	5.3	4.7	3.5	3.0	3.8
TOTAL	100.1	100.1	99.9	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	91.214	12	0.0001

Y081 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4936	1736	6672
1	21.9	14.8	20.0
2	25.6	20.1	24.2
3	22.3	26.3	23.4
4	26.5	35.3	28.8
8	3.8	3.6	3.7
TOTAL	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	91.998	4	0.0001

Y081 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5389	1454	227	221	7291
1	19.0	24.7	19.8	14.5	20.0
2	24.5	25.6	17.6	24.4	24.5
3	23.8	20.4	21.2	28.1	23.2
4	28.5	26.6	38.8	30.8	28.5
8	4.2	2.8	2.6	2.3	3.8
TOTAL	100.0	100.1	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	54.939	12	0.0001

Y082      -- REG TV VIEWING: STINGRAY

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

STINGRAY

- 1    REGULARLY
- 2    SOMETIMES
- 3    ONCE OR TWICE
- 4    NEVER
- 8    DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126      TOTAL NPS SURVEYED IS 7,875

Y082      BY GENDER

	MALE	FEMALE	TOTAL
N=	6724	559	7283
1	18.0	13.8	17.7
2	20.2	11.1	19.5
3	21.3	21.8	21.3
4	36.6	51.0	37.7
8	3.9	2.3	3.8
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	58.962	4	0.0001

Y082      BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	208	6828	247	7283
1	7.7	18.0	17.4	17.7
2	15.4	19.5	23.1	19.5
3	18.3	21.3	23.9	21.3
4	56.7	37.5	29.2	37.7
8	1.9	3.8	6.5	3.8
TOTAL	100.0	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	48.746	8	0.0001

Y082 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	219	2309	1665	2255	6448
1	23.7	21.0	18.7	14.2	18.1
2	24.7	23.0	20.2	16.5	20.1
3	12.3	21.1	20.4	22.7	21.2
4	33.8	30.2	37.2	43.6	36.8
8	5.5	4.7	3.5	3.0	3.8
TOTAL	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	138.651	12	0.0001

Y082 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4938	1730	6668
1	19.1	13.5	17.6
2	19.9	16.6	19.1
3	21.2	21.8	21.4
4	36.0	44.6	38.2
8	3.8	3.6	3.7
TOTAL	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	54.950	4	0.0001

Y082 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5385	1455	227	216	7283
1	16.7	22.3	15.9	13.0	17.7
2	19.1	21.6	13.2	22.7	19.5
3	21.5	19.9	21.2	26.9	21.3
4	38.6	33.4	47.1	35.2	37.7
8	4.2	2.8	2.6	2.3	3.8
TOTAL	100.1	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	60.266	12	0.0001

Y083 -- REG TV VIEWING: AIRWOLF

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

AIRWOLF

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y083 BY GENDER

	MALE	FEMALE	TOTAL
N=	6739	556	7295
1	19.0	7.4	18.1
2	28.1	18.4	27.3
3	25.6	30.6	25.9
4	23.5	41.4	24.9
8	3.9	2.3	3.8
TOTAL	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	130.152	4	0.0001

Y083 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	206	6841	248	7295
1	5.8	18.4	20.2	18.1
2	21.8	27.5	26.6	27.3
3	32.5	25.8	25.4	25.9
4	37.9	24.6	21.4	24.9
8	1.9	3.8	6.5	3.8
TOTAL	99.9	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	45.889	8	0.0001

Y083 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	222	2314	1672	2253	6461
1	24.3	21.1	19.4	15.9	18.9
2	32.9	29.5	27.6	26.6	28.1
3	17.1	23.7	26.7	27.5	25.6
4	20.3	21.0	22.7	27.1	23.5
8	5.4	4.7	3.5	3.0	3.8
TOTAL	100.0	100.0	99.9	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	70.376	12	0.0001

Y083 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4942	1736	6678
1	20.1	11.5	17.9
2	28.4	23.6	27.1
3	25.3	28.4	26.1
4	22.5	33.0	25.2
8	3.8	3.6	3.7
TOTAL	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	126.274	4	0.0001

Y083 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5396	1448	230	221	7295
1	18.5	17.4	16.1	13.1	18.1
2	27.5	26.2	23.5	34.4	27.3
3	26.3	24.9	27.8	23.1	25.9
4	23.5	28.7	30.0	27.2	24.9
8	4.2	2.8	2.6	2.3	3.8
TOTAL	100.0	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	36.349	12	0.0003



Y084 -- REG TV VIEWING: THE A-TEAM

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

THE A-TEAM

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y084 BY GENDER

	MALE	FEMALE	TOTAL
N=	6717	559	7276
1	18.4	11.1	17.9
2	34.3	22.2	33.4
3	25.4	33.8	26.1
4	17.9	30.6	18.9
8	3.9	2.3	3.8
TOTAL	99.9	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	99.532	4	0.0001

Y084 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	206	6822	248	7276
1	6.3	18.2	19.0	17.9
2	22.8	33.8	30.2	33.4
3	32.0	25.8	27.8	26.1
4	36.9	18.4	16.5	18.9
8	1.9	3.8	6.5	3.8
TOTAL	99.9	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	70.451	8	0.0001

Y084 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	225	2308	1658	2248	6439
1	27.6	23.1	18.1	13.1	18.5
2	36.9	36.9	34.5	31.8	34.5
3	18.2	20.9	25.5	30.3	25.3
4	12.0	14.4	18.3	21.9	18.0
8	5.3	4.7	3.6	3.0	3.8
TOTAL	100.0	100.0	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	175.583	12	0.0001

Y084 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4923	1736	6659
1	19.5	12.0	17.6
2	34.8	28.9	33.3
3	25.3	29.0	26.3
4	16.6	26.6	19.2
8	3.8	3.6	3.7
TOTAL	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	128.444	4	0.0001

Y084 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5373	1454	233	216	7276
1	17.0	22.6	15.0	11.6	17.9
2	32.1	38.1	28.3	38.9	33.4
3	27.5	20.4	27.0	26.4	26.1
4	19.2	16.1	27.0	20.8	18.9
8	4.2	2.8	2.6	2.3	3.8
TOTAL	100.0	100.0	99.9	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	88.835	12	0.0001

Y085 -- REG TV VIEWING: HUNTER

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

HUNTER

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y085 BY GENDER

	MALE	FEMALE	TOTAL
N=	6684	555	7239
1	18.6	11.7	18.1
2	27.5	22.0	27.0
3	22.8	23.4	22.8
4	27.2	40.5	28.2
8	4.0	2.3	3.8
TOTAL	100.1	99.9	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	55.006	4	0.0001

Y085 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	207	6788	244	7239
1	3.9	18.6	16.4	18.1
2	21.7	27.2	27.1	27.0
3	22.2	22.8	24.2	22.8
4	50.2	27.7	25.8	28.2
8	1.9	3.8	6.6	3.8
TOTAL	99.9	100.1	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	70.477	8	0.0001

Y085 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	225	2298	1654	2233	6410
1	26.7	22.7	19.2	13.5	18.7
2	29.3	30.8	27.8	23.9	27.6
3	17.8	20.8	22.7	25.3	22.8
4	20.9	21.0	26.7	34.4	27.1
8	5.3	4.7	3.6	3.0	3.9
TOTAL	100.0	100.0	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	180.253	12	0.0001

Y085 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4914	1716	6630
1	19.7	13.2	18.0
2	27.9	23.3	26.7
3	22.3	24.7	22.9
4	26.3	35.2	28.6
8	3.8	3.6	3.7
TOTAL	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	78.478	4	0.0001

Y085 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5352	1443	227	217	7239
1	16.9	23.7	18.1	11.1	18.1
2	25.9	31.9	19.4	30.0	27.0
3	23.4	19.5	20.7	33.2	22.8
4	29.6	22.2	39.2	23.5	28.2
8	4.2	2.8	2.6	2.3	3.8
TOTAL	100.0	100.1	100.0	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	116.604	12	0.0001

Y086 -- REG TV VIEWING: MIAMI VICE

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

MIAMI VICE

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y086 BY GENDER

	MALE	FEMALE	TOTAL
N=	6786	555	7341
1	37.7	31.4	37.2
2	29.1	29.4	29.1
3	17.3	20.0	17.5
4	12.1	16.9	12.4
8	3.9	2.3	3.8
TOTAL	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	20.733	4	0.0004

Y086 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	211	6881	249	7341
1	28.0	37.4	40.2	37.2
2	27.5	29.4	23.3	29.1
3	25.6	17.2	19.3	17.5
4	17.1	12.4	10.8	12.4
8	1.9	3.7	6.4	3.8
TOTAL	100.1	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	28.357	8	0.0004

Y086 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	231	2326	1677	2272	6506
1	48.5	41.3	37.6	32.4	37.5
2	21.7	29.5	29.8	29.7	29.4
3	13.4	14.5	16.6	20.8	17.2
4	11.3	10.1	12.4	14.1	12.1
8	5.2	4.7	3.5	3.0	3.8
TOTAL	100.1	100.1	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	92.631	12	0.0001

Y086 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4974	1745	6719
1	38.6	32.3	37.0
2	28.6	30.5	29.1
3	16.8	19.5	17.5
4	12.2	14.2	12.7
8	3.7	3.6	3.7
TOTAL	99.9	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	25.225	4	0.0001

Y086 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5427	1461	231	222	7341
1	33.5	49.4	44.6	39.6	37.2
2	29.5	28.7	22.1	30.2	29.1
3	18.9	11.6	19.1	18.9	17.5
4	13.9	7.5	11.7	9.0	12.4
8	4.2	2.7	2.6	2.3	3.8
TOTAL	100.0	99.9	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	171.368	12	0.0001

Y087 -- REG TV VIEWING: HARDCASTLE AND MCCORMICK

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

HARDCASTLE AND MCCORMICK

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y087 BY GENDER

	MALE	FEMALE	TOTAL
N=	6711	556	7267
1	19.3	11.3	18.7
2	33.9	30.9	33.7
3	23.4	27.9	23.8
4	19.4	27.5	20.0
8	3.9	2.3	3.8
TOTAL	99.9	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	43.378	4	0.0001

Y087 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	205	6816	246	7267
1	5.4	19.0	22.0	18.7
2	31.7	33.8	33.3	33.7
3	27.8	23.7	23.6	23.8
4	33.2	19.8	14.6	20.0
8	2.0	3.8	6.5	3.8
TOTAL	100.1	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	50.825	8	0.0001

Y087 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	223	2304	1663	2245	6435
1	28.3	22.6	19.8	14.5	19.3
2	27.8	33.5	34.7	34.3	33.9
3	18.4	20.8	23.4	26.7	23.5
4	20.2	18.4	18.6	21.5	19.6
8	5.4	4.7	3.6	3.0	3.8
TOTAL	100.1	100.0	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	88.956	12	0.0001

Y087 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4926	1736	6662
1	20.3	13.4	18.5
2	34.6	30.4	33.5
3	22.6	27.7	23.9
4	18.7	24.9	20.3
8	3.8	3.6	3.7
TOTAL	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	78.460	4	0.0001

Y087 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5372	1451	227	217	7267
1	19.6	17.3	15.0	10.6	18.7
2	34.2	33.0	27.3	32.3	33.7
3	23.5	24.3	23.8	28.1	23.8
4	18.6	22.7	31.3	26.7	20.0
8	4.2	2.8	2.6	2.3	3.8
TOTAL	100.1	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	56.992	12	0.0001



Y088 -- REG TV VIEWING: RIPTIDE

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

RIPTIDE

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y088 BY GENDER

	MALE	FEMALE	TOTAL
N=	6695	557	7252
1	17.6	8.8	16.9
2	31.2	27.7	30.9
3	25.0	24.1	24.9
4	22.3	37.2	23.4
8	3.9	2.3	3.8
TOTAL	100.0	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	77.740	4	0.0001

Y088 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	206	6802	244	7252
1	1.5	17.5	13.5	16.9
2	21.8	31.2	30.3	30.9
3	32.5	24.5	28.3	24.9
4	42.2	23.0	21.3	23.4
8	1.9	3.8	6.6	3.8
TOTAL	99.9	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	83.111	8	0.0001

Y088 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	221	2298	1662	2240	6421
1	21.7	20.3	18.7	14.2	17.8
2	28.1	31.2	32.4	30.8	31.3
3	20.8	22.3	24.2	28.3	24.8
4	24.0	21.5	21.2	23.8	22.3
8	5.4	4.7	3.6	3.0	3.9
TOTAL	100.0	100.0	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	62.085	12	0.0001

Y088 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4923	1727	6650
1	19.1	10.5	16.8
2	32.9	25.3	30.9
3	23.8	28.1	25.0
4	20.5	32.5	23.6
8	3.8	3.6	3.7
TOTAL	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	167.402	4	0.0001

Y088 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5367	1443	227	215	7252
1	18.3	13.8	11.5	8.8	16.9
2	31.7	30.1	18.1	31.2	30.9
3	24.4	25.3	27.3	31.6	24.9
4	21.4	28.1	40.5	26.1	23.4
8	4.2	2.8	2.6	2.3	3.8
TOTAL	100.0	100.1	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	105.653	12	0.0001

Y089 -- REG TV VIEWING: KNIGHT RIDER

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

KNIGHT RIDER

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y089 BY GENDER

	MALE	FEMALE	TOTAL
N=	6682	554	7236
1	12.9	11.0	12.8
2	32.0	27.4	31.7
3	29.8	35.2	30.2
4	21.3	24.0	21.5
8	4.0	2.4	3.8
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	14.924	4	0.0049

Y089 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	205	6787	244	7236
1	4.9	13.1	11.5	12.8
2	20.5	32.0	30.7	31.7
3	34.2	30.1	31.2	30.2
4	38.5	21.1	20.1	21.5
8	2.0	3.8	6.6	3.8
TOTAL	100.1	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	55.475	8	0.0001

Y089 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	224	2297	1653	2234	6408
1	24.1	17.8	11.3	8.1	13.0
2	37.5	34.7	34.4	27.3	32.1
3	17.4	26.2	25.8	34.6	29.7
4	15.6	16.6	21.0	27.0	21.3
8	5.4	4.8	3.6	3.0	3.9
TOTAL	100.0	100.1	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	243.857	12	0.0001

Y089 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4911	1730	6641
1	13.2	10.8	12.5
2	33.5	26.9	31.7
3	29.8	31.7	30.3
4	19.8	27.1	21.7
8	3.8	3.6	3.7
TOTAL	100.1	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	55.749	4	0.0001

Y089 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5344	1448	227	217	7236
1	10.7	20.4	15.9	9.7	12.8
2	30.8	34.7	30.4	34.6	31.7
3	31.4	26.0	26.4	32.7	30.2
4	22.9	16.2	24.7	20.7	21.5
8	4.2	2.8	2.6	2.3	3.8
TOTAL	100.0	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	138.994	12	0.0001

Y090 -- REG TV VIEWING: AMAZING STORIES

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

AMAZING STORIES

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y090 BY GENDER

	MALE	FEMALE	TOTAL
N=	6708	558	7266
1	19.2	17.7	19.1
2	29.4	28.7	29.3
3	26.3	29.8	26.6
4	21.1	21.5	21.1
8	3.9	2.3	3.8
TOTAL	99.9	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	6.463	4	0.1671

Y090 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	205	6818	243	7266
1	11.7	19.2	22.6	19.1
2	26.3	29.5	26.8	29.3
3	33.7	26.4	25.1	26.6
4	26.3	21.1	18.9	21.1
8	2.0	3.8	6.6	3.8
TOTAL	100.0	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	22.870	8	0.0035

Y090 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	225	2310	1656	2243	6434
1	23.1	20.7	18.9	17.4	19.2
2	29.3	28.8	31.8	28.4	29.5
3	17.3	25.3	26.0	28.6	26.3
4	24.9	20.5	19.8	22.6	21.2
8	5.3	4.7	3.6	3.0	3.8
TOTAL	99.9	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	41.226	12	0.0001

Y090 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4927	1736	6663
1	20.4	14.7	18.9
2	29.2	29.2	29.2
3	26.1	28.9	26.8
4	20.6	23.7	21.4
8	3.8	3.6	3.7
TOTAL	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	31.811	4	0.0001

Y090 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5363	1458	228	217	7266
1	17.0	26.1	20.6	23.0	19.1
2	29.5	29.2	24.1	31.8	29.3
3	27.8	22.2	25.4	27.7	26.6
4	21.5	19.8	27.2	15.2	21.1
8	4.2	2.7	2.6	2.3	3.8
TOTAL	100.0	100.0	99.9	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	86.754	12	0.0001

Y091 -- REG TV VIEWING: ALFRED HITCHCOCK

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

ALFRED HITCHCOCK

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y091 BY GENDER

	MALE	FEMALE	TOTAL
N=	6646	559	7205
1	15.2	17.9	15.5
2	24.7	30.8	25.2
3	27.0	25.9	26.9
4	29.1	23.1	28.6
8	4.0	2.3	3.8
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	20.244	4	0.0004

Y091 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	207	6751	247	7205
1	10.6	15.5	17.0	15.5
2	27.1	25.2	23.1	25.2
3	27.5	26.9	27.1	26.9
4	32.9	28.6	26.3	28.6
8	1.9	3.8	6.5	3.8
TOTAL	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	12.500	8	0.1302

Y091 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	220	2277	1643	2228	6368
1	14.6	16.1	16.4	13.4	15.2
2	27.3	24.6	24.3	25.0	24.7
3	24.6	25.7	26.1	29.4	27.0
4	28.2	28.8	29.6	29.3	29.2
8	5.5	4.8	3.6	3.0	3.9
TOTAL	100.2	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	26.846	12	0.0081

Y091 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4877	1726	6603
1	16.0	13.4	15.3
2	24.5	25.8	24.9
3	27.2	27.1	27.2
4	28.5	30.1	28.9
8	3.8	3.6	3.8
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	7.591	4	0.1078

Y091 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5326	1441	226	212	7205
1	13.6	22.6	13.3	17.0	15.5
2	24.5	27.8	22.6	27.4	25.2
3	28.1	22.6	27.9	25.9	26.9
4	29.6	24.3	33.6	27.4	28.6
8	4.2	2.8	2.7	2.4	3.8
TOTAL	100.0	100.1	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	101.695	12	0.0001



Y092 -- REG TV VIEWING: 60 MINUTES

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

60 MINUTES

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y092 BY GENDER

	MALE	FEMALE	TOTAL
N=	6650	557	7207
1	12.8	14.5	13.0
2	28.9	30.3	29.0
3	28.0	29.1	28.1
4	26.4	23.7	26.1
8	4.0	2.3	3.8
TOTAL	100.1	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	6.74	4	0.1502

Y092 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	210	6752	245	7207
1	24.8	12.7	10.2	13.0
2	40.5	28.5	33.9	29.0
3	21.9	28.3	26.1	28.1
4	11.0	26.7	23.3	26.1
8	1.9	3.8	6.5	3.8
TOTAL	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	66.846	8	0.0001

Y092 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	224	2285	1638	2227	6374
1	14.7	11.3	13.5	13.8	12.9
2	28.1	25.1	28.1	33.0	28.7
3	23.7	27.1	28.5	29.1	28.0
4	28.1	31.8	26.3	21.1	26.5
8	5.4	4.8	3.6	3.0	3.9
TOTAL	100.0	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	94.876	12	0.0001

Y092 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4873	1732	6605
1	11.2	17.8	12.9
2	27.1	33.3	28.7
3	28.9	25.7	28.1
4	28.9	19.6	26.5
8	3.8	3.6	3.8
TOTAL	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	106.835	4	0.0001

Y092 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5330	1442	226	209	7207
1	11.8	17.0	14.2	13.9	13.0
2	29.2	29.1	24.8	27.3	29.0
3	28.8	25.3	30.1	25.8	28.1
4	26.0	25.8	28.3	30.6	26.1
8	4.2	2.8	2.7	2.4	3.8
TOTAL	100.0	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	42.327	12	0.0001

Y093 -- REG TV VIEWING:RIPLEY'S BELIEVE IT O NOT

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

RIPLEY'S BELIEVE IT OR NOT

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y093 BY GENDER

	MALE	FEMALE	TOTAL
N=	6679	555	7234
1	13.7	8.7	13.3
2	33.5	28.8	33.1
3	30.1	36.0	30.5
4	18.8	24.1	19.2
8	4.0	2.3	3.8
TOTAL	100.1	99.9	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	30.007	4	0.0001

Y093 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	204	6786	244	7234
1	10.3	13.3	17.2	13.3
2	30.9	33.2	30.7	33.1
3	30.9	30.6	29.1	30.5
4	26.0	19.1	16.4	19.2
8	2.0	3.8	6.6	3.8
TOTAL	100.1	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	17.656	8	0.0240

Y093 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	227	2289	1643	2246	6405
1	20.3	15.6	14.3	10.3	13.6
2	29.1	31.8	34.9	34.7	33.5
3	25.1	29.4	29.5	31.9	30.1
4	20.3	18.5	17.7	20.1	18.9
8	5.3	4.8	3.6	3.0	3.9
TOTAL	100.1	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	57.373	12	0.0001

Y093 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4912	1724	6636
1	13.6	11.1	12.9
2	33.9	30.9	33.1
3	30.7	31.1	30.8
4	18.1	23.3	19.5
8	3.8	3.6	3.7
TOTAL	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	27.664	4	0.0001

Y093 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5357	1439	226	212	7234
1	12.5	14.5	20.8	16.5	13.3
2	33.4	31.2	34.5	36.8	33.1
3	30.9	30.3	27.4	26.4	30.5
4	19.0	21.2	14.6	17.9	19.2
8	4.2	2.8	2.7	2.4	3.8
TOTAL	100.0	100.0	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	34.149	12	0.0006

Y094 -- REG TV VIEWING: TWILIGHT ZONE

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

TWILIGHT ZONE

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y094 BY GENDER

	MALE	FEMALE	TOTAL
N=	6727	556	7283
1	20.3	20.7	20.3
2	31.3	28.8	31.1
3	24.9	25.9	25.0
4	19.6	22.3	19.8
8	3.9	2.3	3.8
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	6.508	4	0.1643

Y094 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	207	6831	245	7283
1	17.4	20.2	25.7	20.3
2	34.3	30.8	34.3	31.1
3	25.1	25.1	22.9	25.0
4	21.3	20.1	10.6	19.8
8	1.9	3.8	6.5	3.8
TOTAL	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	24.200	8	0.0021

Y094 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	220	2314	1660	2257	6451
1	25.5	20.7	19.9	19.2	20.1
2	25.5	29.8	31.0	33.1	31.1
3	23.2	24.3	24.8	26.0	25.0
4	20.5	20.5	20.8	18.7	20.0
8	5.5	4.7	3.6	3.0	3.8
TOTAL	100.2	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	26.013	12	0.0107

Y094 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4946	1731	6677
1	20.4	19.0	20.0
2	30.7	30.4	30.6
3	25.2	26.1	25.4
4	20.0	21.0	20.3
8	3.8	3.6	3.7
TOTAL	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	2.539	4	0.6376

Y094 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5388	1452	227	216	7283
1	19.3	23.8	22.0	19.9	20.3
2	31.4	29.9	29.1	32.9	31.1
3	25.5	22.9	25.1	25.0	25.0
4	19.6	20.6	21.2	19.9	19.8
8	4.2	2.8	2.6	2.3	3.8
TOTAL	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	25.332	12	0.0133

X173 -- CABLE TV IN HOUSEHOLD

WAS THERE CABLE TV IN THE HOUSEHOLD WHERE YOU WERE  
LIVING BEFORE YOU ENTERED THE ARMY?

- 1 YES
- 2 NO
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A154 B154 C154 D127 TOTAL NPS SURVEYED IS 7,875

X173 BY GENDER

	MALE	FEMALE	TOTAL
N=	6968	564	7532
1	57.1	55.9	57.0
2	39.1	41.8	39.3
8	3.8	2.3	3.7
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	4.275	2	0.1179

X173 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	215	7055	262	7532
1	61.4	57.0	54.6	57.0
2	36.7	39.4	39.3	39.3
8	1.9	3.6	6.1	3.7
TOTAL	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	7.523	4	0.1107

X173 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	239	2408	1716	2312	6675
1	57.3	55.8	57.2	58.6	57.2
2	37.7	39.7	39.3	38.5	39.1
8	5.0	4.5	3.4	2.9	3.7
TOTAL	100.0	100.0	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	12.160	6	0.0585

X173 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	5113	1789	6902
1	56.7	56.8	56.7
2	39.7	39.7	39.7
8	3.6	3.5	3.6
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	0.114	2	0.9446

X173 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5573	1497	237	225	7532
1	56.3	59.7	57.4	57.3	57.0
2	39.7	37.6	40.1	40.4	39.3
8	4.1	2.7	2.5	2.2	3.7
TOTAL	100.1	100.0	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	12.290	6	0.0558



X747 -- WATCH CABLE ONLY:SPORTS PROGRAMMING

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON CABLE ONLY CHANNELS?

SPORTS PROGRAMMING ON CABLE ONLY CHANNELS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP
- 9 NO CABLE TV IN HOUSEHOLD

SURVEY ITEMS #: A155 B155 C155 D128 TOTAL NPS SURVEYED IS 7,875

X747 BY GENDER

	MALE	FEMALE	TOTAL
N=	6845	559	7404
1	18.3	5.4	17.4
2	22.5	15.0	22.0
3	8.9	14.1	9.3
4	6.6	20.9	7.7
8	3.9	2.3	3.7
9	39.8	42.2	40.0
TOTAL	100.0	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	221.262	5	0.0001

X747 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	213	6937	254	7404
1	13.6	17.4	18.5	17.4
2	27.2	21.9	20.9	22.0
3	11.3	9.2	9.8	9.3
4	8.9	7.8	3.9	7.7
8	1.9	3.7	6.3	3.7
9	37.1	40.1	40.6	40.0
TOTAL	100.0	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	17.897	10	0.0567

X747 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	233	2359	1693	2275	6560
1	26.6	20.0	18.4	15.7	18.3
2	16.7	20.7	23.4	24.5	22.6
3	5.2	7.5	8.3	11.1	8.9
4	7.7	6.6	6.6	6.6	6.7
8	5.2	4.6	3.5	3.0	3.8
9	38.6	40.5	39.9	39.1	39.8
TOTAL	100.0	99.9	100.1	100.0	100.1

STATISTIC VALUE D.F. PROB.  
CHISQUARE 66.238 15 0.0001

X747 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	5032	1768	6800
1	17.4	16.1	17.0
2	22.2	21.3	21.9
3	9.2	9.4	9.3
4	7.2	9.6	7.8
8	3.7	3.5	3.7
9	40.3	40.2	40.3
TOTAL	100.0	100.1	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 11.153 5 0.0484

X747 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5479	1472	234	219	7404
1	14.8	27.9	13.7	13.2	17.4
2	22.5	19.7	21.8	25.6	22.0
3	10.2	5.6	9.8	9.1	9.3
4	8.0	5.8	11.5	8.2	7.7
8	4.1	2.7	2.6	2.3	3.7
9	40.4	38.3	40.6	41.6	40.0
TOTAL	100.0	100.0	100.0	100.0	100.1

STATISTIC VALUE D.F. PROB.  
CHISQUARE 172.650 15 0.0001

X748 -- WATCH CABLE ONLY:MOVIES W/OUT COMMERCIAL

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON CABLE ONLY CHANNELS?

MOVIES WITHOUT COMMERCIALS ON CABLE ONLY CHANNELS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP
- 9 NO CABLE TV IN HOUSEHOLD

SURVEY ITEMS #: A155 B155 C155 D128 TOTAL NPS SURVEYED IS 7,875

X748 BY GENDER

	MALE	FEMALE	TOTAL
N=	6885	559	7444
1	31.3	27.9	31.1
2	18.9	19.9	18.9
3	3.4	4.3	3.5
4	3.0	3.4	3.0
8	3.8	2.3	3.7
9	39.6	42.2	39.8
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	7.733	5	0.1716

X748 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	211	6975	258	7444
1	31.8	31.1	30.2	31.1
2	19.9	18.9	20.2	18.9
3	3.3	3.6	1.9	3.5
4	5.7	3.0	1.6	3.0
8	1.9	3.7	6.2	3.7
9	37.4	39.8	39.9	39.8
TOTAL	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	15.652	10	0.1100

X748 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	235	2371	1700	2290	6596
1	31.5	30.2	32.5	31.7	31.4
2	17.0	18.4	17.6	20.4	18.8
3	3.8	3.3	3.8	3.5	3.5
4	4.3	3.2	2.9	2.8	3.0
8	5.1	4.6	3.5	2.9	3.7
9	38.3	40.3	39.7	38.9	39.6
TOTAL	100.0	100.0	100.0	100.2	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	20.239	15	0.1630

X748 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	5058	1774	6832
1	31.7	28.6	30.9
2	18.3	20.1	18.8
3	3.5	3.7	3.6
4	2.7	4.0	3.0
8	3.7	3.5	3.6
9	40.1	40.1	40.1
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	13.838	5	0.0167

X748 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5514	1473	237	220	7444
1	29.4	38.6	27.9	26.8	31.1
2	19.5	15.3	22.8	24.1	18.9
3	3.7	2.7	4.2	2.3	3.5
4	3.2	2.4	2.5	3.2	3.0
8	4.1	2.7	2.5	2.3	3.7
9	40.1	38.2	40.1	41.4	39.8
TOTAL	100.0	99.9	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	65.926	15	0.0001

X749 -- WATCH CABLE ONLY:MOVIES W/ COMMERCIALS

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON CABLE ONLY CHANNELS?

MOVIES WITH COMMERCIALS ON CABLE ONLY CHANNELS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP
- 9 NO CABLE TV IN HOUSEHOLD

SURVEY ITEMS #: A155 B155 C155 D128 TOTAL NPS SURVEYED IS 7,875

X749 BY GENDER

	MALE	FEMALE	TOTAL
N=	6806	557	7363
1	10.7	12.8	10.9
2	26.1	24.8	26.0
3	10.5	9.2	10.4
4	8.7	8.6	8.7
8	3.9	2.3	3.8
9	40.0	42.4	40.2
TOTAL	99.9	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	7.132	5	0.2110

X749 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	213	6895	255	7363
1	11.3	11.0	8.2	10.9
2	26.3	26.1	23.5	26.0
3	12.2	10.3	11.4	10.4
4	11.3	8.6	10.2	8.7
8	1.9	3.7	6.3	3.8
9	37.1	40.3	40.4	40.2
TOTAL	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	12.542	10	0.2504

X749 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	230	2339	1686	2266	6521
1	14.4	11.5	11.9	9.0	10.8
2	22.6	25.2	26.9	27.3	26.3
3	9.1	9.6	9.1	12.4	10.4
4	9.6	8.1	8.6	9.1	8.6
8	5.2	4.7	3.5	3.0	3.8
9	39.1	40.9	40.0	39.3	40.0
TOTAL	100.0	100.0	100.0	100.1	99.9

STATISTIC VALUE D.F. PROB.  
CHISQUARE 42.528 15 0.0002

X749 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	5008	1764	6772
1	11.3	9.8	10.9
2	25.6	26.8	25.9
3	10.4	10.0	10.3
4	8.5	9.5	8.7
8	3.7	3.5	3.7
9	40.5	40.3	40.5
TOTAL	100.0	99.9	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 5.476 5 0.3606

X749 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5455	1452	235	221	7363
1	10.0	15.2	8.5	8.1	10.9
2	26.1	25.3	26.4	28.1	26.0
3	10.8	8.8	9.8	10.9	10.4
4	8.4	9.1	12.3	9.5	8.7
8	4.1	2.8	2.6	2.3	3.8
9	40.5	38.8	40.4	41.2	40.2
TOTAL	99.9	100.0	100.0	100.1	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 50.945 15 0.0001

X750 -- WATCH CABLE ONLY: RERUNS OF OLD PROGRAMS

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON CABLE ONLY CHANNELS?

RERUNS OF OLD PROGRAMS ON CABLE ONLY CHANNELS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP
- 9 NO CABLE TV IN HOUSEHOLD

SURVEY ITEMS #: A155 B155 C155 D128 TOTAL NPS SURVEYED IS 7,875

X750 BY GENDER

	MALE	FEMALE	TOTAL
N=	6791	557	7348
1	11.0	14.5	11.2
2	23.1	21.0	22.9
3	14.4	12.8	14.3
4	7.6	7.0	7.6
8	3.9	2.3	3.8
9	40.1	42.4	40.3
TOTAL	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	11.938	5	0.0356

X750 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	212	6880	256	7348
1	9.0	11.4	10.2	11.2
2	24.5	23.0	17.6	22.9
3	19.8	14.0	16.0	14.3
4	7.6	7.5	9.8	7.6
8	1.9	3.7	6.3	3.8
9	37.3	40.4	40.2	40.3
TOTAL	100.1	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	18.599	10	0.0457

X750 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	230	2334	1676	2265	6505
1	10.4	12.0	10.7	10.2	11.0
2	21.3	22.5	23.5	24.1	23.2
3	14.4	12.4	14.4	16.3	14.3
4	9.6	7.6	7.6	7.2	7.5
8	5.2	4.7	3.5	3.0	3.8
9	39.1	41.0	40.3	39.3	40.1
TOTAL	100.0	100.2	100.0	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	30.267	15	0.0110

X750 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4998	1755	6753
1	11.1	11.2	11.1
2	23.2	22.4	23.0
3	14.2	14.3	14.2
4	7.2	8.1	7.5
8	3.7	3.5	3.7
9	40.6	40.5	40.6
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	1.748	5	0.8827

X750 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5443	1452	233	220	7348
1	10.2	16.1	10.3	6.4	11.2
2	23.0	23.4	20.2	20.5	22.9
3	14.8	11.8	14.6	16.8	14.3
4	7.3	7.2	11.6	12.7	7.6
8	4.2	2.8	2.6	2.3	3.8
9	40.6	38.8	40.8	41.4	40.3
TOTAL	100.1	100.1	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	73.901	15	0.0001



X751 -- WATCH CABLE ONLY:MUSIC VIDEOS (NOT MTV)

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON CABLE ONLY CHANNELS?

MUSIC VIDEOS (NOT INCLUDING MTV) ON CABLE ONLY CHANNELS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP
- 9 NO CABLE TV IN HOUSEHOLD

SURVEY ITEMS #: A155 B155 C155 D128 TOTAL NPS SURVEYED IS 7,875

X751 BY GENDER

	MALE	FEMALE	TOTAL
N=	6833	561	7394
1	15.3	18.7	15.6
2	21.5	18.2	21.3
3	11.0	11.8	11.1
4	8.4	7.0	8.3
8	3.9	2.3	3.8
9	39.9	42.1	40.0
TOTAL	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	12.047	5	0.0342

X751 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	212	6925	257	7394
1	6.6	16.1	9.7	15.6
2	21.7	21.2	23.7	21.3
3	19.8	10.8	9.7	11.1
4	12.7	8.1	10.5	8.3
8	1.9	3.7	6.2	3.8
9	37.3	40.1	40.1	40.0
TOTAL	100.0	100.0	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	47.435	10	0.0001

X751 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	233	2347	1688	2277	6545
1	20.2	19.6	15.5	10.9	15.5
2	17.2	19.2	22.6	23.5	21.5
3	11.2	8.8	10.7	13.5	11.0
4	7.7	7.0	7.8	10.1	8.3
8	5.2	4.6	3.5	2.9	3.8
9	38.6	40.7	40.0	39.1	39.9
TOTAL	100.1	99.9	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	122.202	15	0.0001

X751 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	5024	1770	6794
1	16.5	12.8	15.5
2	21.3	20.2	21.0
3	10.4	13.4	11.2
4	7.7	9.9	8.3
8	3.7	3.5	3.7
9	40.4	40.2	40.3
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	30.720	5	0.0001

X751 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5473	1466	234	221	7394
1	12.2	28.1	14.1	19.5	15.6
2	22.0	19.3	18.4	19.5	21.3
3	12.1	6.6	14.1	12.2	11.1
4	9.3	4.8	10.3	5.4	8.3
8	4.1	2.7	2.6	2.3	3.8
9	40.4	38.4	40.6	41.2	40.0
TOTAL	100.1	99.9	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	270.026	15	0.0001

X752 -- WATCH CABLE ONLY:MTV

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON CABLE ONLY CHANNELS?

MTV - ON CABLE ONLY CHANNELS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP
- 9 NO CABLE TV IN HOUSEHOLD

SURVEY ITEMS #: A155 B155 C155 D128 TOTAL NPS SURVEYED IS 7.875

X752 BY GENDER

	MALE	FEMALE	TOTAL
N=	6828	558	7386
1	24.7	20.8	24.4
2	17.6	16.5	17.6
3	6.8	7.9	6.9
4	7.1	10.2	7.4
8	3.9	2.3	3.8
9	39.9	42.3	40.1
TOTAL	100.0	100.0	100.2

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	15.219	5	0.0095

X752 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	211	6919	256	7386
1	15.2	24.6	25.8	24.4
2	21.3	17.5	16.8	17.6
3	11.9	6.7	6.6	6.9
4	12.3	7.3	4.3	7.4
8	1.9	3.7	6.3	3.8
9	37.4	40.2	40.2	40.1
TOTAL	100.0	100.0	100.0	100.2

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	34.313	10	0.0002

X752 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	233	2349	1690	2271	6543
1	21.5	23.7	25.7	25.1	24.6
2	15.5	17.1	17.3	18.9	17.7
3	6.9	6.8	6.4	7.1	6.8
4	12.5	7.1	7.2	6.8	7.2
8	5.2	4.6	3.5	3.0	3.8
9	38.6	40.7	39.9	39.2	39.9
TOTAL	100.2	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	26.921	15	0.0294

X752 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	5017	1771	6788
1	25.7	19.7	24.1
2	17.3	18.1	17.5
3	6.2	8.9	6.9
4	6.7	9.7	7.4
8	3.7	3.5	3.7
9	40.5	40.2	40.4
TOTAL	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	49.736	5	0.0001

X752 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5476	1456	234	220	7386
1	26.1	17.9	24.8	24.6	24.4
2	17.1	19.7	17.5	15.0	17.6
3	6.0	10.2	5.1	7.7	6.9
4	6.3	10.8	9.4	9.1	7.4
8	4.1	2.8	2.6	2.3	3.8
9	40.4	38.7	40.6	41.4	40.1
TOTAL	100.0	100.1	100.0	100.1	100.2

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	109.727	15	0.0001

X753      -- WATCH CABLE ONLY:NEWS

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
CABLE ONLY CHANNELS?

NEWS ON CABLE ONLY CHANNELS

- 1    REGULARLY
- 2    SOMETIMES
- 3    ONCE OR TWICE
- 4    NEVER
- 8    DIDN'T REGULARLY WATCH TV: VALID SKIP
- 9    NO CABLE TV IN HOUSEHOLD

SURVEY ITEMS #: A155 B155 C155 D128      TOTAL NPS SURVEYED IS 7,875

X753      BY GENDER

	MALE	FEMALE	TOTAL
N=	6807	557	7364
1	9.2	7.4	9.0
2	20.9	18.9	20.7
3	14.2	12.6	14.1
4	11.8	16.5	12.2
8	3.9	2.3	3.8
9	40.0	42.4	40.2
TOTAL	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	17.348	5	0.0039

X753      BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	212	6896	256	7364
1	17.9	8.8	9.0	9.0
2	23.1	20.8	18.4	20.7
3	11.3	14.3	12.1	14.1
4	8.5	12.2	14.1	12.2
8	1.9	3.7	6.3	3.8
9	37.3	40.3	40.2	40.2
TOTAL	100.0	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	32.144	10	0.0004

X753 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	230	2333	1680	2279	6522
1	9.6	8.3	9.4	9.9	9.2
2	20.0	19.8	20.3	22.8	21.0
3	12.2	13.6	14.2	15.5	14.3
4	13.9	12.7	12.5	9.8	11.7
8	5.2	4.7	3.5	2.9	3.8
9	39.1	41.0	40.2	39.1	40.0
TOTAL	100.0	100.1	100.1	100.0	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 35.368 15 0.0022

X753 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	5007	1762	6769
1	8.4	10.7	9.0
2	20.5	21.0	20.6
3	14.4	13.5	14.2
4	12.5	11.0	12.1
8	3.7	3.5	3.7
9	40.5	40.4	40.5
TOTAL	100.0	100.1	100.1

STATISTIC VALUE D.F. PROB.  
CHISQUARE 11.248 5 0.0467

X753 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5461	1449	234	220	7364
1	8.6	10.1	9.4	12.7	9.0
2	20.3	22.6	19.2	21.4	20.7
3	14.6	12.4	16.7	9.6	14.1
4	11.9	13.2	11.5	12.7	12.2
8	4.1	2.8	2.6	2.3	3.8
9	40.5	38.9	40.6	41.4	40.2
TOTAL	100.0	100.0	100.0	100.1	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 28.905 15 0.0165

X754 -- WATCH CABLE ONLY: OTHER PROGRAMS

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON CABLE ONLY CHANNELS?

OTHER PROGRAMS ON CABLE ONLY CHANNELS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP
- 9 NO CABLE TV IN HOUSEHOLD

SURVEY ITEMS #: A155 B155 C155 D128 TOTAL NPS SURVEYED IS 7,875

X754 BY GENDER

	MALE	FEMALE	TOTAL
N=	6818	556	7374
1	13.6	13.9	13.7
2	27.5	27.2	27.4
3	10.3	9.9	10.2
4	4.8	4.3	4.8
8	3.9	2.3	3.8
9	40.0	42.5	40.1
TOTAL	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	4.383	5	0.4957

X754 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	211	6908	255	7374
1	9.0	13.9	9.8	13.7
2	32.7	27.3	26.3	27.4
3	14.7	10.1	11.8	10.2
4	4.3	4.8	5.5	4.8
8	1.9	3.7	6.3	3.8
9	37.4	40.2	40.4	40.1
TOTAL	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	20.793	10	0.0226

X754 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	233	2339	1681	2279	6532
1	18.9	15.0	14.9	11.3	13.8
2	20.2	25.5	26.5	30.9	27.5
3	12.0	9.2	10.4	10.9	10.2
4	5.2	4.8	4.6	4.8	4.8
8	5.2	4.7	3.5	2.9	3.8
9	38.6	40.9	40.2	39.1	40.0
TOTAL	100.1	100.1	100.1	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	52.864	15	0.0001

X754 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	5014	1767	6781
1	14.3	11.6	13.6
2	26.9	28.8	27.4
3	10.1	10.6	10.2
4	4.6	5.3	4.8
8	3.7	3.5	3.7
9	40.5	40.2	40.4
TOTAL	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	10.505	5	0.0621

X754 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5466	1455	234	219	7374
1	12.1	20.3	10.7	11.0	13.7
2	27.9	25.8	26.9	27.4	27.4
3	10.7	8.3	11.1	11.4	10.2
4	4.7	4.2	8.1	6.4	4.8
8	4.1	2.8	2.6	2.3	3.8
9	40.5	38.7	40.6	41.6	40.1
TOTAL	100.0	100.1	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	84.225	15	0.0001



X534 -- READ MAGAZINE: PEOPLE

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

PEOPLE

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X534 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	6532	554	7086	X	DF	P
A	6.0	9.6	6.3	11.269	1	0.0008
B	3.5	5.4	3.6	5.499	1	0.0190
C	15.0	28.5	16.1	69.420	1	0.0001
D	76.3	58.7	74.9	84.193	1	0.0001

X534 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL	2		
N=	202	6646	238	7086	X	DF	P
A	6.4	6.2	6.3	6.3	0.013	2	0.9934
B	5.9	3.6	2.9	3.6	3.454	2	0.1778
C	17.8	16.1	12.6	16.1	2.588	2	0.2741
D	71.3	74.9	79.0	74.9	3.528	2	0.1714

X534 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	227	2242	1607	2188	6264
A	9.7	6.8	6.8	4.0	5.9
B	6.2	4.1	3.1	2.9	3.5
C	18.1	14.2	15.2	15.5	15.0
D	66.1	75.4	75.8	78.4	76.2

2			
X	DF	P	
25.063	3	0.0001	
10.424	3	0.0153	
3.287	3	0.3495	
19.714	3	0.0002	

X534 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4842	1711	6553
A	6.1	6.4	6.2
B	3.7	3.5	3.6
C	15.1	19.4	16.3
D	75.8	72.0	74.8

2			
X	DF	P	
0.217	1	0.6414	
0.223	1	0.6367	
16.900	1	0.0001	
9.713	1	0.0018	

X534 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5231	1418	225	212	7086
A	5.4	8.7	9.3	7.1	6.3
B	3.0	5.4	5.3	5.7	3.6
C	15.0	19.0	16.4	21.2	16.1
D	77.4	67.6	69.3	67.0	74.9

2			
X	DF	P	
25.250	3	0.0001	
23.795	3	0.0001	
17.886	3	0.0005	
69.388	3	0.0001	

X535 -- READ MAGAZINE: HOT ROD

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

HOT ROD

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X535 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	6561	551	7112	X	DF	P
A	11.6	1.1	10.7	58.049	1	0.0001
B	4.3	1.5	4.1	10.606	1	0.0011
C	17.4	2.4	16.2	84.489	1	0.0001
D	68.4	95.3	70.5	176.207	1	0.0001

X535 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL	2		
N=	202	6668	242	7112	X	DF	P
A	1.5	11.0	12.4	10.7	19.082	2	0.0001
B	1.5	4.2	2.5	4.1	5.421	2	0.0665
C	5.9	16.5	17.4	16.2	16.307	2	0.0003
D	91.1	69.9	69.8	70.5	42.330	2	0.0001

X535 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	225	2255	1617	2193	6290
A	12.0	14.3	12.1	8.2	11.5
B	4.4	4.8	4.6	3.8	4.4
C	18.7	17.0	19.7	16.1	17.4
D	64.9	65.1	65.9	73.7	68.3

2			
X	DF	P	
42.189	3	0.0001	
2.721	3	0.4367	
8.813	3	0.0319	
45.733	3	0.0001	

X535 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4871	1709	6580
A	11.8	6.9	10.6
B	4.3	3.2	4.0
C	17.2	13.2	16.2
D	68.3	77.7	70.8

2			
X	DF	P	
32.465	1	0.0001	
4.044	1	0.0443	
15.375	1	0.0001	
53.621	1	0.0001	

X535 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5284	1393	223	212	7112
A	11.5	8.3	8.1	9.4	10.7
B	4.4	3.1	3.1	3.3	4.1
C	18.2	9.1	14.4	16.5	16.2
D	67.6	80.4	74.9	73.1	70.5

2			
X	DF	P	
14.054	3	0.0028	
5.964	3	0.1134	
67.041	3	0.0001	
89.543	3	0.0001	

X536 -- READ MAGAZINE: SPORTS AFIELD

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

SPORTS AFIELD

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X536 BY GENDER

	MALE	FEMALE	TOTAL
N=	6456	550	7006
A	6.5	.4	6.0
B	3.5	1.1	3.3
C	10.7	1.5	10.0
D	80.3	97.5	81.6

	2		
	X	DF	P
A	33.680	1	0.0001
B	9.112	1	0.0025
C	48.067	1	0.0001
D	99.911	1	0.0001

X536 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	201	6571	234	7006
A	1.5	6.2	5.1	6.0
B	1.5	3.3	4.7	3.3
C	8.0	10.0	9.0	10.0
D	89.6	81.3	82.5	81.6

	2		
	X	DF	P
A	7.916	2	0.0191
B	3.500	2	0.1738
C	1.202	2	0.5483
D	8.913	2	0.0116

X536 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	221	2218	1584	2169	6192
A	13.6	7.8	6.9	4.3	6.5
B	4.1	3.9	3.8	2.7	3.5
C	12.2	11.0	11.9	9.5	10.8
D	70.6	77.9	78.7	84.5	80.2

2			
X	DF	P	
41.640	3	0.0001	
6.196	3	0.1025	
5.995	3	0.1119	
47.820	3	0.0001	

X536 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4796	1696	6492
A	6.6	4.3	6.0
B	3.5	2.2	3.2
C	10.3	9.0	10.0
D	80.6	85.0	81.8

2			
X	DF	P	
11.871	1	0.0006	
6.498	1	0.0108	
2.503	1	0.1136	
16.376	1	0.0001	

X536 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5183	1393	221	209	7006
A	6.1	5.7	5.4	6.7	6.0
B	3.3	3.6	1.4	2.4	3.3
C	10.8	7.0	10.4	7.7	10.0
D	80.8	84.1	82.8	83.7	81.6

2			
X	DF	P	
0.525	3	0.9134	
3.544	3	0.3150	
18.715	3	0.0003	
8.671	3	0.0340	

X537 -- READ MAGAZINE: OMNI

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

OMNI

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X537 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	6423	547	6970	X	DF	P
A	2.8	1.3	2.7	4.545	1	0.0330
B	2.4	2.4	2.4	0.001	1	0.9697
C	7.9	5.1	7.6	5.321	1	0.0211
D	87.5	91.8	87.8	8.676	1	0.0032

X537 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL	2		
N=	202	6534	234	6970	X	DF	P
A	4.5	2.6	3.9	2.7	3.783	2	0.1508
B	5.5	2.3	.9	2.4	10.745	2	0.0046
C	13.9	7.3	10.7	7.6	15.050	2	0.0005
D	79.2	88.2	85.9	87.8	15.497	2	0.0004

X537 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	220	2200	1578	2163	6161
A	4.6	1.7	2.8	3.7	2.8
B	4.1	2.6	1.8	2.5	2.4
C	7.3	6.2	7.2	9.7	7.7
D	84.1	89.6	88.7	84.9	87.5

2		
X	DF	P
19.136	3	0.0003
5.195	3	0.1580
19.440	3	0.0002
27.276	3	0.0001

X537 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4769	1690	6459
A	2.6	2.7	2.7
B	2.3	2.8	2.4
C	6.6	10.1	7.5
D	88.9	85.2	87.9

2		
X	DF	P
0.002	1	0.9637
1.619	1	0.2033
21.737	1	0.0001
16.611	1	0.0001

X537 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5154	1389	220	207	6970
A	2.6	2.5	2.7	5.8	2.7
B	2.2	2.9	3.2	2.9	2.4
C	7.8	6.6	9.1	9.7	7.6
D	88.1	88.1	85.9	81.6	87.8

2		
X	DF	P
7.865	3	0.0489
3.495	3	0.3214
3.999	3	0.2615
8.548	3	0.0359



X538 -- READ MAGAZINE: POPULAR MECHANICS

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

POPULAR MECHANICS

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X538 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	6432	544	6976	X	DF	P
A	6.6	.4	6.1	33.987	1	0.0001
B	5.7	2.4	5.4	10.635	1	0.0011
C	13.2	3.3	12.4	45.181	1	0.0001
D	75.4	94.1	76.8	99.135	1	0.0001

X538 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL	2		
N=	203	6537	236	6976	X	DF	P
A	2.5	6.4	2.5	6.1	10.657	2	0.0049
B	5.4	5.4	5.5	5.4	0.003	2	0.9986
C	8.9	12.5	14.8	12.4	3.621	2	0.1636
D	83.3	76.6	78.4	76.8	5.282	2	0.0713

X538 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	220	2187	1592	2168	6167
A	10.5	7.9	6.8	5.2	6.8
B	1.8	5.4	6.0	6.3	5.7
C	12.3	14.2	12.6	12.7	13.2
D	75.9	73.2	75.9	76.8	75.2

2		
X	DF	P
18.130	3	0.0004
8.191	3	0.0422
3.221	3	0.3587
8.142	3	0.0432

X538 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4778	1688	6466
A	6.8	4.7	6.2
B	5.7	4.9	5.5
C	12.4	12.1	12.3
D	76.1	79.0	76.8

2		
X	DF	P
9.256	1	0.0023
1.301	1	0.2539
0.093	1	0.7601
5.858	1	0.0155

X538 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5175	1370	223	208	6976
A	6.2	5.2	7.6	8.7	6.1
B	6.1	3.6	2.2	5.3	5.4
C	13.0	9.9	13.0	13.5	12.4
D	75.6	81.9	77.1	73.1	76.8

2		
X	DF	P
5.358	3	0.1474
17.674	3	0.0005
9.936	3	0.0191
25.717	3	0.0001

X539 -- READ MAGAZINE: EBONY

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

EBONY

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X539 BY GENDER

	MALE	FEMALE	TOTAL			
N=	6429	546	6975	2	X	DF P
A	7.5	16.1	8.2	50.090	1	0.0001
B	4.1	8.2	4.4	20.113	1	0.0001
C	4.7	8.6	5.0	16.540	1	0.0001
D	84.5	71.1	83.4	65.495	1	0.0001

X539 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL			
N=	202	6539	234	6975	2	X	DF P
A	6.9	8.3	5.6	8.2	2.671	2	0.2631
B	3.5	4.5	3.9	4.4	0.694	2	0.7067
C	6.4	5.0	2.6	5.0	3.812	2	0.1487
D	84.2	83.2	88.5	83.4	4.563	2	0.1021

X539 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	222	2214	1580	2149	6165
A	17.6	12.7	5.4	2.7	7.5
B	13.5	5.6	3.6	2.0	4.1
C	10.8	6.6	4.2	2.7	4.8
D	59.5	76.0	87.7	93.3	84.4

2			
X	DF	P	
202.743	3	0.0001	
86.941	3	0.0001	
54.964	3	0.0001	
364.923	3	0.0001	

X539 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4773	1694	6467
A	8.1	8.3	8.1
B	4.3	4.8	4.4
C	4.5	6.4	5.0
D	84.1	81.7	83.5

2			
X	DF	P	
0.081	1	0.7764	
0.878	1	0.3488	
9.458	1	0.0021	
5.402	1	0.0201	

X539 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5122	1426	219	208	6975
A	.5	37.2	2.3	3.4	8.2
B	.6	19.4	.5	1.0	4.4
C	1.6	17.2	4.6	5.3	5.0
D	97.5	30.4	92.7	90.9	83.4

2			
X	DF	P	
016.214	3	0.0001	
947.250	3	0.0001	
574.302	3	0.0001	
659.541	3	0.0001	

X540 -- READ MAGAZINE: TV GUIDE

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

TV GUIDE

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X540 BY GENDER

N=	2		TOTAL			
	MALE	FEMALE		X	DF	P
	6472	550	7022			
A	16.2	20.7	16.5	7.661	1	0.0056
B	10.7	12.2	10.8	1.141	1	0.2854
C	13.6	20.0	14.1	17.454	1	0.0001
D	61.6	50.2	60.7	27.569	1	0.0001

X540 BY HIGHEST EDUCATION

N=	2			TOTAL			
	POST	HSDG	NHSG		X	DF	P
	203	6583	236	7022			
A	12.3	16.7	16.5	16.5	2.682	2	0.2616
B	9.9	10.9	8.9	10.8	1.171	2	0.5568
C	16.3	14.0	12.7	14.1	1.169	2	0.5575
D	63.6	60.4	65.3	60.7	2.944	2	0.2295

X540 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL	2		
N=	225	2206	1600	2175	6206	X	DF	P
A	24.9	17.5	16.2	13.9	16.2	23.699	3	0.0001
B	10.2	11.4	10.6	10.2	10.7	1.951	3	0.5826
C	16.4	13.7	14.3	12.6	13.5	4.168	3	0.2438
D	49.8	58.6	61.3	65.8	61.5	38.163	3	0.0001

X540 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL	2		
N=	4812	1701	6513	X	DF	P
A	16.8	15.7	16.5	1.093	1	0.2958
B	10.7	11.3	10.9	0.445	1	0.5049
C	13.4	16.7	14.2	11.441	1	0.0007
D	61.0	58.6	60.4	3.234	1	0.0721

X540 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	5185	1403	222	212	7022	X	DF	P
A	13.9	25.8	18.9	17.9	16.5	115.729	3	0.0001
B	10.6	12.4	8.1	9.0	10.8	6.376	3	0.0947
C	13.0	17.3	18.0	15.1	14.1	20.599	3	0.0001
D	64.8	46.3	57.2	59.0	60.7	160.621	3	0.0001

X541 -- READ MAGAZINE: MOTOR TREND

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

MOTOR TREND

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D`31 TOTAL NPS SURVEYED IS 7,875

X541 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	6438	547	6985	X	DF	P
A	8.0	.0	7.4	47.438	1	0.0001
B	3.7	.4	3.4	16.683	1	0.0001
C	14.0	1.8	13.1	66.020	1	0.0001
D	75.3	97.8	77.0	144.856	1	0.0001

X541 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL	2		
N=	201	6549	235	6985	X	DF	P
A	1.5	7.5	8.9	7.4	11.200	2	0.0037
B	1.5	3.5	2.6	3.4	2.919	2	0.2323
C	7.5	13.1	18.3	13.1	11.216	2	0.0037
D	89.6	76.8	71.9	77.0	21.445	2	0.0001

X541 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	219	2194	1591	2170	6174
A	9.1	9.8	8.3	5.7	7.9
B	5.5	3.8	4.3	3.0	3.7
C	12.8	14.1	14.4	13.3	13.9
D	73.5	73.3	74.0	78.8	75.4

2		
X	DF	P
25.295	3	0.0001
6.109	3	0.1064
1.258	3	0.7391
20.817	3	0.0001

X541 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4796	1687	6483
A	8.1	4.8	7.3
B	3.6	2.7	3.4
C	13.2	11.9	12.8
D	75.9	81.5	77.4

2		
X	DF	P
20.545	1	0.0001
3.092	1	0.0787
1.951	1	0.1625
22.416	1	0.0001

X541 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5178	1379	220	208	6985
A	7.4	7.4	7.3	8.7	7.4
B	3.5	3.5	1.8	2.4	3.4
C	14.0	9.3	10.5	17.8	13.1
D	76.0	81.2	80.5	71.6	77.0

2		
X	DF	P
0.496	3	0.9199
2.470	3	0.4808
26.769	3	0.0001
21.214	3	0.0001



X542 -- READ MAGAZINE: SPORTS ILLUSTRATED

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

SPORTS ILLUSTRATED

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X542 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	6519	544	7063	X	DF	P
A	20.7	5.0	19.5	79.312	1	0.0001
B	10.4	4.6	9.9	18.725	1	0.0001
C	18.8	8.8	18.0	33.514	1	0.0001
D	52.6	82.5	54.9	181.568	1	0.0001

X542 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL	2		
N=	204	6621	238	7063	X	DF	P
A	15.7	19.8	15.1	19.5	5.100	2	0.0781
B	7.8	10.1	5.9	9.9	5.665	2	0.0589
C	23.0	17.8	19.8	18.0	4.259	2	0.1189
D	55.9	54.7	60.5	54.9	3.216	2	0.2003

X542 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	222	2232	1612	2185	6251
A	26.6	24.5	21.5	16.2	20.9
B	14.4	10.1	10.8	10.5	10.6
C	15.3	17.3	18.9	20.3	18.7
D	44.1	49.7	52.2	56.0	52.3

2			
X	DF	P	
51.634	3	0.0001	
4.040	3	0.2572	
8.008	3	0.0458	
23.844	3	0.0001	

X542 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4850	1699	6549
A	21.2	15.1	19.6
B	10.0	9.8	10.0
C	17.5	19.4	18.0
D	53.8	57.9	54.8

2			
X	DF	P	
29.795	1	0.0001	
0.041	1	0.8397	
3.084	1	0.0790	
8.560	1	0.0034	

X542 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5224	1407	224	208	7063
A	16.3	31.8	20.5	15.9	19.5
B	9.1	12.6	11.2	11.1	9.9
C	17.8	17.8	20.1	20.7	18.0
D	59.1	40.2	50.5	54.8	54.9

2			
X	DF	P	
173.133	3	0.0001	
15.639	3	0.0013	
1.806	3	0.6135	
162.420	3	0.0001	

X543      -- READ MAGAZINE: MECHANIX ILLUSTRATED

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

MECHANIX ILLUSTRATED

- A    I PERSONALLY READ THE MAGAZINE REGULARLY.
- B    I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A  
PAID SUBSCRIPTION TO THIS MAGAZINE.
- C    I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST  
MONTH.
- D    NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131      TOTAL NPS SURVEYED IS 7,875

X543      BY GENDER

	MALE	FEMALE	TOTAL			
N=	6380	545	6925			
A	4.1	.4	3.8	2		
B	2.8	1.1	2.6	X	DF	P
C	7.7	.7	7.1	19.058	1	0.0001
D	86.0	97.8	86.9	5.392	1	0.0202
				36.475	1	0.0001
				61.699	1	0.0001

X543      BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL			
N=	201	6490	234	6925			
A	2.5	3.8	3.9	3.8	2		
B	2.0	2.7	1.7	2.6	X	DF	P
C	4.0	7.1	9.4	7.1	0.973	2	0.6148
D	91.5	86.8	85.5	86.9	1.163	2	0.5592
					4.841	2	0.0889
					4.272	2	0.1181

X543 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	214	2182	1575	2146	6117
A	7.0	5.1	4.3	2.7	4.1
B	2.8	3.5	2.7	2.2	2.8
C	6.5	8.5	7.1	7.2	7.6
D	84.1	83.4	86.9	88.2	86.0

2		
X	DF	P
21.984	3	0.0001
6.786	3	0.0790
4.103	3	0.2506
22.496	3	0.0001

X543 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4749	1682	6431
A	4.1	2.7	3.8
B	2.7	2.6	2.7
C	6.9	7.5	7.0
D	86.7	87.8	87.0

2		
X	DF	P
6.475	1	0.0109
0.016	1	0.8984
0.746	1	0.3877
1.140	1	0.2857

X543 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5131	1367	219	208	6925
A	4.0	2.9	2.7	5.8	3.8
B	2.5	3.0	.5	4.8	2.6
C	7.5	5.3	8.2	7.7	7.1
D	86.4	89.4	88.6	82.2	86.9

2		
X	DF	P
6.275	3	0.0990
8.811	3	0.0319
8.986	3	0.0295
13.353	3	0.0039

X544      -- READ MAGAZINE: TIME

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

TIME

- A    I PERSONALLY READ THE MAGAZINE REGULARLY.
- B    I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A  
PAID SUBSCRIPTION TO THIS MAGAZINE.
- C    I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST  
MONTH.
- D    NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131      TOTAL NPS SURVEYED IS 7,875

X544      BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	6460	551	7011	X	DF	P
A	12.1	11.8	12.1	0.050	1	0.8228
B	9.1	12.3	9.3	6.349	1	0.0117
C	16.7	19.1	16.9	2.031	1	0.1541
D	63.8	59.4	63.4	4.265	1	0.0389

X544      BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL	2		
N=	202	6573	236	7011	X	DF	P
A	19.8	11.9	10.6	12.1	11.992	2	0.0025
B	12.9	9.3	8.9	9.3	3.091	2	0.2132
C	26.2	16.7	13.1	16.9	15.090	2	0.0005
D	45.5	63.8	69.5	63.4	31.871	2	0.0001

X544 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	226	2195	1594	2179	6194
A	15.9	11.4	10.9	13.5	12.2
B	7.5	8.3	9.6	9.7	9.1
C	14.6	15.9	16.6	18.0	16.8
D	62.8	65.3	64.7	61.2	63.6

2			
X	DF	P	
10.013	3	0.0185	
4.141	3	0.2467	
4.298	3	0.2310	
9.332	3	0.0252	

X544 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4804	1705	6509
A	12.1	12.1	12.1
B	9.4	9.7	9.5
C	15.7	20.0	16.9
D	64.5	60.1	63.3

2			
X	DF	P	
0.009	1	0.9234	
0.223	1	0.6365	
16.320	1	0.0001	
10.630	1	0.0011	

X544 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5185	1392	223	211	7011
A	11.0	14.6	18.4	15.2	12.1
B	8.8	10.5	10.3	15.2	9.3
C	16.6	16.9	21.5	19.0	16.9
D	65.3	59.8	51.6	53.6	63.4

2			
X	DF	P	
23.790	3	0.0001	
12.961	3	0.0047	
4.398	3	0.2216	
37.800	3	0.0001	

X545 -- READ MAGAZINE: NEWSWEEK

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

NEWSWEEK

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X545 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	6433	545	6978	X	DF	P
A	9.7	9.0	9.7	0.302	1	0.5824
B	6.2	6.2	6.2	0.001	1	0.9732
C	14.1	15.1	14.2	0.358	1	0.5497
D	71.2	70.8	71.2	0.031	1	0.8609

X545 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL	2		
N=	201	6542	235	6978	X	DF	P
A	17.4	9.5	7.2	9.7	15.604	2	0.0004
B	10.0	6.2	2.6	6.2	10.232	2	0.0060
C	23.9	13.9	14.0	14.2	15.976	2	0.0003
D	52.2	71.5	77.5	71.2	39.967	2	0.0001

X545 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	221	2191	1587	2169	6168
A	11.8	8.6	9.3	11.1	9.8
B	5.4	5.8	6.2	7.1	6.3
C	12.7	12.4	15.1	15.1	14.1
D	71.0	73.7	70.7	68.6	71.0

2		
X	DF	P
9.289	3	0.0257
3.288	3	0.3493
8.765	3	0.0326
13.685	3	0.0034

X545 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4791	1689	6480
A	10.0	8.9	9.7
B	6.2	6.9	6.4
C	13.2	16.8	14.2
D	71.7	69.0	71.0

2		
X	DF	P
1.652	1	0.1987
0.819	1	0.3654
12.753	1	0.0004
4.162	1	0.0413

X545 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5167	1378	224	209	6978
A	9.3	10.6	12.5	10.1	9.7
B	5.9	6.9	4.9	10.1	6.2
C	13.9	14.1	17.0	19.1	14.2
D	72.2	69.3	66.1	62.2	71.2

2		
X	DF	P
4.386	3	0.2227
7.782	3	0.0507
6.002	3	0.1115
16.182	3	0.0010



X546 -- READ MAGAZINE: JET

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

JET

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X546 BY GENDER

	MALE	FEMALE	TOTAL			
N=	6396	544	6940	2		
A	9.2	15.3	9.7	X	DF	P
B	3.2	6.8	3.5	20.702	1	0.0001
C	4.8	7.2	5.0	19.025	1	0.0001
D	83.7	73.7	82.9	5.941	1	0.0148
				35.241	1	0.0001

X546 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL			
N=	197	6509	234	6940	2		
A	9.6	9.9	6.0	9.7	X	DF	P
B	4.1	3.5	3.0	3.5	3.849	2	0.1459
C	5.6	5.0	4.7	5.0	0.363	2	0.8342
D	82.7	82.8	87.2	82.9	0.190	2	0.9095
					3.115	2	0.2107

X546 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL	2		
N=	219	2197	1571	2145	6132	X	DF	P
A	22.4	15.8	6.4	3.5	9.3	257.453	3	0.0001
B	10.1	4.4	3.2	1.5	3.3	63.253	3	0.0001
C	11.0	6.1	4.5	3.0	4.8	42.676	3	0.0001
D	60.3	74.6	86.9	92.8	83.6	361.633	3	0.0001

X546 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL	2		
N=	4762	1684	6446	X	DF	P
A	9.4	10.3	9.6	1.180	1	0.2774
B	3.5	3.4	3.5	0.006	1	0.9359
C	4.6	5.8	5.0	3.674	1	0.0553
D	83.5	82.0	83.1	2.075	1	0.1497

X546 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	5095	1420	220	205	6940	X	DF	P
A	.9	43.0	3.2	4.4	9.7	263.707	3	0.0001
B	.4	15.1	1.4	2.0	3.5	717.697	3	0.0001
C	2.2	14.9	4.6	6.8	5.0	383.913	3	0.0001
D	96.7	31.7	90.9	86.8	82.9	323.523	3	0.0001

X547 -- READ MAGAZINE: CAR & DRIVER

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

CAR & DRIVER

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X547 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	6425	546	6971	X	DF	P
A	8.6	.6	8.0	44.415	1	0.0001
B	3.4	.4	3.1	14.817	1	0.0001
C	12.6	2.2	11.8	52.423	1	0.0001
D	76.4	96.9	78.0	122.930	1	0.0001

X547 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL	2		
N=	200	6538	233	6971	X	DF	P
A	.5	8.2	7.7	8.0	15.713	2	0.0004
B	3.5	3.2	1.3	3.1	2.735	2	0.2548
C	9.0	11.8	13.3	11.8	2.018	2	0.3647
D	88.0	77.7	78.5	78.0	12.045	2	0.0024

X547 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	222	2187	1591	2163	6163
A	11.7	10.2	9.1	6.2	8.6
B	4.5	3.5	3.6	3.2	3.4
C	12.2	11.0	13.9	13.3	12.6
D	72.5	76.0	74.5	78.6	76.4

	2		
X	DF	P	
26.271	3	0.0001	
1.270	3	0.7363	
8.404	3	0.0384	
10.825	3	0.0127	

X547 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4788	1690	6478
A	8.7	5.6	7.9
B	3.2	3.1	3.2
C	12.2	11.0	11.8
D	76.9	81.2	78.0

	2		
X	DF	P	
15.791	1	0.0001	
0.104	1	0.7473	
1.748	1	0.1861	
13.608	1	0.0002	

X547 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5169	1374	224	204	6971
A	7.5	9.5	9.4	9.3	8.0
B	3.1	3.6	1.3	1.5	3.1
C	12.7	8.2	13.0	12.3	11.8
D	77.7	79.8	76.3	77.5	78.0

	2		
X	DF	P	
7.197	3	0.0659	
5.105	3	0.1643	
20.990	3	0.0001	
3.254	3	0.3540	

X548 -- READ MAGAZINE: SPORT

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

SPORT

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X548 BY GENDER

	MALE	FEMALE	TOTAL
N=	6407	545	6952
A	10.5	2.4	9.9
B	3.3	.9	3.1
C	10.7	4.2	10.2
D	76.3	92.7	77.6

2		
X	DF	P
37.414	1	0.0001
9.255	1	0.0023
23.242	1	0.0001
77.474	1	0.0001

X548 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	199	6522	231	6952
A	5.0	10.2	5.2	9.9
B	2.5	3.1	1.7	3.1
C	9.1	10.3	10.0	10.2
D	84.4	77.1	83.6	77.6

2		
X	DF	P
11.749	2	0.0028
1.710	2	0.4253
0.336	2	0.8453
10.810	2	0.0045

X548 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	223	2195	1578	2150	6146
A	22.0	15.5	9.5	5.4	10.7
B	5.8	3.9	3.0	2.7	3.3
C	16.6	11.8	10.7	9.3	10.8
D	57.0	69.6	77.4	83.6	76.0

	2		
	X	DF	P
	149.360	3	0.0001
	9.747	3	0.0208
	15.188	3	0.0017
	163.858	3	0.0001

X548 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4779	1678	6457
A	10.8	7.3	9.9
B	3.0	3.2	3.1
C	9.8	11.9	10.3
D	77.3	78.2	77.5

	2		
	X	DF	P
	17.347	1	0.0001
	0.175	1	0.6753
	5.850	1	0.0156
	0.594	1	0.4410

X548 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5126	1397	221	208	6952
A	6.9	20.3	11.3	11.5	9.9
B	2.6	4.6	3.6	4.3	3.1
C	9.3	13.0	14.5	11.5	10.2
D	81.8	63.4	71.5	74.0	77.6

	2		
	X	DF	P
	222.388	3	0.0001
	15.901	3	0.0012
	21.440	3	0.0001
	220.010	3	0.0001

X549 -- READ MAGAZINE: LIFE

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

LIFE

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X549 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	6368	542	6910	X	DF	P
A	5.5	5.7	5.5	0.048	1	0.8269
B	3.5	3.0	3.5	0.452	1	0.5013
C	11.7	17.0	12.1	12.965	1	0.0003
D	80.1	75.1	79.7	7.599	1	0.0058

X549 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL	2		
N=	199	6480	231	6910	X	DF	P
A	6.5	5.5	5.2	5.5	0.447	2	0.7999
B	5.0	3.5	1.7	3.5	3.529	2	0.1712
C	17.6	12.0	10.0	12.1	6.639	2	0.0362
D	72.4	79.7	84.0	79.7	9.232	2	0.0099

X549 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL	2		
N=	223	2170	1570	2143	6106	X	DF	P
A	9.0	6.2	6.1	4.0	5.5	17.988	3	0.0004
B	5.4	3.6	3.2	3.5	3.5	2.870	3	0.4120
C	14.8	11.7	11.3	11.8	11.7	2.366	3	0.5000
D	71.8	79.2	80.3	81.5	80.0	13.341	3	0.0040

X549 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL	2		
N=	4743	1682	6425	X	DF	P
A	5.8	4.3	5.5	5.425	1	0.0199
B	3.3	4.2	3.5	2.786	1	0.0951
C	11.4	14.5	12.2	10.965	1	0.0009
D	80.2	77.7	79.6	4.927	1	0.0264

X549 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	5109	1376	221	204	6910	X	DF	P
A	4.4	8.7	8.1	7.8	5.5	43.469	3	0.0001
B	3.0	4.9	2.3	5.9	3.5	15.496	3	0.0014
C	11.7	12.5	19.0	13.7	12.1	11.498	3	0.0093
D	81.7	74.5	71.0	74.0	79.7	49.449	3	0.0001



X550 -- READ MAGAZINE: FIELD AND STREAM

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

FIELD AND STREAM

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X550 BY GENDER

	MALE	FEMALE	TOTAL
N=	6421	543	6964
A	10.1	.7	9.4
B	6.5	4.8	6.3
C	12.9	2.6	12.1
D	71.9	92.3	73.5

	2		
	X	DF	P
A	51.838	1	0.0001
B	2.368	1	0.1238
C	50.237	1	0.0001
D	106.791	1	0.0001

X550 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	200	6531	233	6964
A	3.5	9.6	9.4	9.4
B	4.0	6.5	5.2	6.3
C	8.0	12.2	13.3	12.1
D	85.5	73.1	74.3	73.5

	2		
	X	DF	P
A	8.403	2	0.0150
B	2.526	2	0.2828
C	3.525	2	0.1716
D	15.464	2	0.0004

X550 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	220	2188	1587	2164	6159
A	15.5	10.4	11.8	8.2	10.2
B	4.1	6.5	7.5	6.1	6.5
C	11.8	13.0	13.3	12.7	12.9
D	70.5	70.9	69.3	74.5	71.7

2		
X	DF	P
20.334	3	0.0001
5.247	3	0.1546
0.530	3	0.9124
13.891	3	0.0031

X550 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4785	1690	6475
A	10.6	5.5	9.3
B	7.3	4.1	6.5
C	12.2	11.5	12.0
D	71.3	79.6	73.5

2		
X	DF	P
38.525	1	0.0001
20.496	1	0.0001
0.524	1	0.4692
43.716	1	0.0001

X550 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5168	1370	221	205	6964
A	11.0	4.5	5.9	6.3	9.4
B	7.4	3.1	2.7	4.9	6.3
C	14.0	5.9	10.4	7.8	12.1
D	69.2	86.9	83.3	82.0	73.5

2		
X	DF	P
58.351	3	0.0001
38.941	3	0.0001
70.797	3	0.0001
193.777	3	0.0001

X551 -- READ MAGAZINE: POPULAR SCIENCE

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

POPULAR SCIENCE

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X551 BY GENDER

	MALE	FEMALE	TOTAL			
N=	6370	544	6914	2		
				X	DF	P
A	5.3	.9	4.9	20.279	1	0.0001
B	3.6	2.4	3.5	2.203	1	0.1377
C	8.9	4.8	8.6	10.793	1	0.0010
D	82.9	92.3	83.6	32.282	1	0.0001

X551 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL			
N=	197	6484	233	6914	2		
					X	DF	P
A	4.6	5.0	3.9	4.9	0.658	2	0.7198
B	3.6	3.5	3.0	3.5	0.185	2	0.9115
C	10.7	8.4	12.0	8.6	4.952	2	0.0841
D	82.2	83.7	82.0	83.6	0.794	2	0.6724

X551 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	219	2168	1571	2150	6108
A	7.3	5.1	5.2	5.4	5.3
B	4.6	3.1	3.4	4.1	3.6
C	7.8	8.4	7.5	10.3	8.8
D	81.3	83.7	84.3	81.4	82.9

2		
X	DF	P
1.942	3	0.5844
3.830	3	0.2804
10.307	3	0.0161
7.274	3	0.0637

X551 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4754	1678	6432
A	5.2	3.9	4.9
B	3.7	3.1	3.5
C	8.3	9.0	8.5
D	83.5	84.6	83.8

2		
X	DF	P
4.399	1	0.0360
1.152	1	0.2831
0.859	1	0.3542
1.267	1	0.2603

X551 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5123	1368	221	202	6914
A	4.9	4.6	6.8	5.5	4.9
B	3.6	3.1	4.1	3.0	3.5
C	8.7	7.1	10.9	11.4	8.6
D	83.4	85.7	78.7	80.2	83.6

2		
X	DF	P
2.049	3	0.5622
1.076	3	0.7828
7.550	3	0.0563
9.930	3	0.0192

X552 -- READ MAGAZINE: READER'S DIGEST

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

READER'S DIGEST

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X552 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	6379	549	6928	X	DF	P
A	7.8	14.4	8.3	28.692	1	0.0001
B	11.0	18.6	11.6	28.567	1	0.0001
C	7.6	12.0	7.9	13.720	1	0.0002
D	75.3	59.7	74.1	63.619	1	0.0001

X552 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL	2		
N=	201	6496	231	6928	X	DF	P
A	14.4	8.2	7.8	8.3	10.126	2	0.0063
B	16.4	11.6	6.5	11.6	10.439	2	0.0054
C	13.9	7.7	10.0	7.9	11.838	2	0.0027
D	62.2	74.2	79.7	74.1	18.605	2	0.0001

X552 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	219	2173	1577	2149	6118
A	7.3	6.7	6.7	9.8	7.8
B	8.7	6.8	12.0	15.2	11.2
C	8.2	7.6	7.1	7.5	7.4
D	76.3	79.7	75.7	70.2	75.2

2		
X	DF	P
18.091	3	0.0004
78.830	3	0.0001
0.499	3	0.9190
52.049	3	0.0001

X552 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4759	1687	6446
A	8.2	8.7	8.3
B	11.4	13.2	11.9
C	6.9	10.4	7.8
D	75.2	70.0	73.8

2		
X	DF	P
0.515	1	0.4732
3.645	1	0.0562
20.690	1	0.0001
17.430	1	0.0001

X552 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5134	1359	228	207	6928
A	8.8	6.6	11.4	6.3	8.3
B	12.6	8.7	7.5	9.7	11.6
C	7.3	8.8	13.2	12.6	7.9
D	73.6	76.8	70.2	72.5	74.1

2		
X	DF	P
10.768	3	0.0130
20.917	3	0.0001
18.824	3	0.0003
8.105	3	0.0439

X553 -- READ MAG:READER'S DIGEST SPANISH LANG.

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

READER'S DIGEST-SPANISH LANGUAGE

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X553 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	6345	543	6888	X	DF	P
A	.8	.4	.8	1.377	1	0.2406
B	.7	.7	.7	0.026	1	0.8728
C	1.4	1.1	1.4	0.266	1	0.6060
D	97.2	98.2	97.3	1.702	1	0.1920

X553 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL	2		
N=	198	6462	228	6888	X	DF	P
A	1.0	.8	.4	.8	0.488	2	0.7835
B	1.0	.7	.0	.7	1.899	2	0.3869
C	.5	1.4	2.2	1.4	2.278	2	0.3201
D	98.0	97.3	97.4	97.3	0.382	2	0.8261

X553 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	217	2162	1566	2143	6088
A	2.8	1.1	1.0	.2	.8
B	3.2	1.1	.5	.2	.7
C	5.1	2.1	.9	.5	1.3
D	89.4	96.0	97.6	99.1	97.2

2		
X	DF	P
21.696	3	0.0001
31.271	3	0.0001
47.410	3	0.0001
89.866	3	0.0001

X553 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4735	1678	6413
A	.6	1.2	.8
B	.6	1.0	.7
C	1.2	1.6	1.3
D	97.8	96.4	97.4

2		
X	DF	P
6.015	1	0.0142
2.385	1	0.1225
1.763	1	0.1842
9.528	1	0.0020

X553 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5093	1366	225	204	6888
A	.4	1.5	5.3	2.0	.8
B	.4	1.5	2.7	1.0	.7
C	.8	2.2	6.2	3.9	1.4
D	98.6	95.0	85.8	93.6	97.3

2		
X	DF	P
81.171	3	0.0001
32.849	3	0.0001
68.929	3	0.0001
183.042	3	0.0001



X554 -- READ MAGAZINE: DISCOVER

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

DISCOVER

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X554 BY GENDER

	MALE	FEMALE	TOTAL			
N=	6353	544	6897			
A	2.9	1.5	2.8	3.828	1	0.0504
B	2.1	1.8	2.1	0.161	1	0.6884
C	6.1	5.5	6.0	0.278	1	0.5977
D	89.3	91.7	89.5	3.039	1	0.0813

X554 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL			
N=	197	6468	232	6897			
A	4.1	2.7	3.5	2.8	1.606	2	0.4481
B	3.6	2.1	.9	2.1	3.802	2	0.1494
C	6.1	5.9	8.6	6.0	2.847	2	0.2408
D	86.3	89.7	87.5	89.5	3.427	2	0.1802

X554 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	210	2163	1568	2151	6092
A	2.9	2.7	2.7	3.3	2.9
B	3.8	1.5	2.3	2.5	2.1
C	8.1	5.7	5.6	6.3	6.0
D	85.2	90.3	89.9	88.6	89.4

2		
X	DF	P
1.864	3	0.6011
8.917	3	0.0304
2.877	3	0.4110
7.425	3	0.0595

X554 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4746	1675	6421
A	2.9	2.6	2.8
B	1.9	2.4	2.1
C	5.7	6.6	6.0
D	89.9	88.8	89.6

2		
X	DF	P
0.524	1	0.4691
1.243	1	0.2649
1.547	1	0.2137
1.467	1	0.2258

X554 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5112	1355	220	206	6897
A	2.5	3.1	4.6	5.3	2.8
B	2.1	2.1	2.3	1.9	2.1
C	5.7	6.6	7.7	10.2	6.0
D	90.3	88.5	85.9	82.5	89.5

2		
X	DF	P
9.012	3	0.0291
0.095	3	0.9925
9.346	3	0.0250
18.457	3	0.0004

X555 -- READ MAGAZINE: NATIONAL GEOGRAPHIC

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

NATIONAL GEOGRAPHIC

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X555 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	6367	545	6912	X	DF	P
A	6.8	4.8	6.6	3.248	1	0.0715
B	8.1	9.0	8.2	0.545	1	0.4602
C	8.8	10.6	8.9	2.103	1	0.1470
D	77.7	77.8	77.7	0.002	1	0.9635

X555 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL	2		
N=	201	6479	232	6912	X	DF	P
A	8.5	6.5	8.2	6.6	2.181	2	0.3361
B	15.4	8.0	6.9	8.2	14.924	2	0.0006
C	10.5	8.9	7.8	8.9	0.959	2	0.6191
D	68.2	78.0	78.5	77.7	10.955	2	0.0042

X555 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	218	2167	1568	2154	6107
A	7.8	5.8	6.0	8.0	6.7
B	6.4	6.0	7.5	11.1	8.2
C	10.1	8.4	9.3	8.8	8.8
D	75.7	80.7	78.6	74.4	77.8

2			
X	DF	P	
10.392	3	0.0155	
40.001	3	0.0001	
1.387	3	0.7085	
26.322	3	0.0001	

X555 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4763	1677	6440
A	6.9	5.7	6.6
B	8.2	8.4	8.3
C	8.7	9.5	8.9
D	77.7	77.8	77.7

2			
X	DF	P	
2.631	1	0.1048	
0.065	1	0.7993	
0.953	1	0.3289	
0.009	1	0.9229	

X555 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5123	1361	223	205	6912
A	7.0	5.0	8.5	4.9	6.6
B	9.2	4.6	4.5	8.8	8.2
C	8.3	9.4	16.1	13.2	8.9
D	77.2	81.4	71.3	74.2	77.7

2			
X	DF	P	
9.497	3	0.0234	
34.639	3	0.0001	
21.385	3	0.0001	
18.447	3	0.0004	

X556 -- READ MAGAZINE: ROAD & TRACK

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

ROAD & TRACK

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X556 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	6345	546	6891	X	DF	P
A	7.8	.7	7.3	37.497	1	0.0001
B	2.6	.6	2.4	8.806	1	0.0030
C	10.7	1.3	10.0	49.964	1	0.0001
D	79.7	97.4	81.1	102.946	1	0.0001

X556 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL	2		
N=	197	6464	230	6891	X	DF	P
A	2.0	7.4	6.5	7.3	8.508	2	0.0142
B	1.0	2.5	1.3	2.4	3.057	2	0.2168
C	6.1	10.0	12.6	10.0	5.089	2	0.0785
D	91.4	80.8	80.9	81.1	13.882	2	0.0010

X556 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	213	2159	1571	2143	6086
A	9.4	9.5	8.3	5.6	7.8
B	4.2	2.9	2.7	2.1	2.6
C	9.4	10.0	11.7	10.7	10.7
D	77.0	78.1	78.2	82.8	79.8

2			
X	DF	P	
24.372	3	0.0001	
5.241	3	0.1550	
3.103	3	0.3759	
18.918	3	0.0003	

X556 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4740	1679	6419
A	7.8	5.4	7.2
B	2.2	3.1	2.4
C	10.3	8.9	9.9
D	80.6	83.2	81.3

2			
X	DF	P	
10.423	1	0.0012	
4.730	1	0.0296	
2.644	1	0.1039	
5.393	1	0.0202	

X556 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5109	1359	221	202	6891
A	7.1	7.4	8.6	9.9	7.3
B	2.4	2.7	1.8	2.0	2.4
C	10.8	6.9	10.4	9.9	10.0
D	80.6	83.6	80.1	78.2	81.1

2			
X	DF	P	
3.087	3	0.3784	
0.817	3	0.8453	
17.917	3	0.0005	
7.447	3	0.0589	

X557 -- READ MAGAZINE: SPORTING NEWS

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

SPORTING NEWS

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X557 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	6361	544	6905	X	DF	P
A	8.3	.7	7.7	40.335	1	0.0001
B	3.0	1.1	2.9	6.525	1	0.0106
C	9.3	3.3	8.8	22.217	1	0.0001
D	80.2	94.9	81.4	70.772	1	0.0001

X557 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL	2		
N=	201	6474	230	6905	X	DF	P
A	4.5	7.8	7.8	7.7	3.032	2	0.2196
B	.5	3.0	1.7	2.9	5.350	2	0.0689
C	9.0	8.9	7.0	8.8	1.015	2	0.6021
D	86.6	81.1	83.9	81.4	4.821	2	0.0898

X557 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	220	2171	1568	2142	6101
A	15.9	10.7	7.6	5.5	8.3
B	3.2	3.5	3.2	2.4	3.0
C	13.2	11.1	8.5	7.9	9.4
D	67.7	75.3	81.8	85.2	80.2

2			
X	DF	P	
56.714	3	0.0001	
4.431	3	0.2186	
18.021	3	0.0004	
89.565	3	0.0001	

X557 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4753	1676	6429
A	8.0	6.5	7.6
B	2.8	2.7	2.8
C	8.5	9.8	8.9
D	81.6	81.4	81.5

2			
X	DF	P	
3.819	1	0.0507	
0.005	1	0.9443	
2.455	1	0.1172	
0.013	1	0.9093	

X557 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5107	1373	220	205	6905
A	6.2	13.2	10.5	6.3	7.7
B	2.5	4.4	2.3	2.9	2.9
C	7.8	11.9	11.4	11.7	8.8
D	84.3	71.5	76.4	79.5	81.4

2			
X	DF	P	
77.778	3	0.0001	
14.414	3	0.0024	
27.050	3	0.0001	
122.895	3	0.0001	



X558 -- READ MAGAZINE: ROLLING STONE

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

ROLLING STONE

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X558 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	6388	545	6933	X	DF	P
A	7.8	6.6	7.7	1.051	1	0.3054
B	3.4	5.5	3.6	6.371	1	0.0116
C	12.7	14.1	12.8	0.902	1	0.3422
D	77.1	76.0	77.0	0.365	1	0.5458

X558 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL	2		
N=	198	6501	234	6933	X	DF	P
A	5.1	7.7	11.1	7.7	5.757	2	0.0562
B	4.6	3.6	2.6	3.6	1.235	2	0.5392
C	12.1	12.8	14.5	12.8	0.707	2	0.7024
D	80.8	77.0	73.5	77.0	3.238	2	0.1981

X558 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	218	2168	1584	2154	6124
A	8.7	7.5	7.8	7.7	7.7
B	3.7	3.0	3.9	3.5	3.4
C	8.3	10.7	12.9	14.9	12.6
D	79.8	79.3	76.5	75.6	77.3

2		
X	DF	P
0.453	3	0.9291
2.450	3	0.4844
21.598	3	0.0001
9.945	3	0.0190

X558 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4779	1682	6461
A	7.9	6.8	7.6
B	3.5	3.8	3.6
C	12.1	14.8	12.8
D	77.6	75.9	77.2

2		
X	DF	P
1.810	1	0.1785
0.191	1	0.6619
8.454	1	0.0036
1.964	1	0.1611

X558 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5149	1357	221	206	6933
A	8.3	5.5	7.7	8.3	7.7
B	3.9	2.5	1.8	3.4	3.6
C	14.1	7.9	11.8	15.1	12.8
D	75.0	84.7	78.7	74.3	77.0

2		
X	DF	P
11.599	3	0.0089
8.531	3	0.0362
38.017	3	0.0001
57.705	3	0.0001

X559 -- READ MAGAZINE: US

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

US

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X559 BY GENDER

	MALE	FEMALE	TOTAL
N=	6313	545	6858
A	2.4	3.7	2.5
B	1.6	1.8	1.6
C	5.1	8.3	5.3
D	91.2	87.2	90.9

	2		
	X	DF	P
A	3.473	1	0.0624
B	0.200	1	0.6547
C	9.992	1	0.0016
D	9.765	1	0.0018

X559 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	197	6430	231	6858
A	3.1	2.4	3.5	2.5
B	1.5	1.6	1.7	1.6
C	6.1	5.4	4.3	5.3
D	90.4	90.9	90.5	90.9

	2		
	X	DF	P
A	1.262	2	0.5321
B	0.032	2	0.9840
C	0.689	2	0.7087
D	0.107	2	0.9480

X559 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	215	2149	1557	2131	6052
A	5.1	2.9	2.3	1.4	2.3
B	3.3	1.8	1.7	1.1	1.6
C	6.5	5.8	5.1	4.3	5.1
D	85.1	89.7	91.5	93.3	91.2

	2		
X	DF	P	
18.576	3	0.0003	
8.284	3	0.0405	
6.170	3	0.1036	
28.018	3	0.0001	

X559 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4723	1665	6388
A	2.5	2.0	2.3
B	1.6	1.7	1.6
C	5.0	6.0	5.3
D	91.2	90.6	91.1

	2		
X	DF	P	
1.215	1	0.2704	
0.068	1	0.7941	
2.026	1	0.1547	
0.513	1	0.4737	

X559 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5071	1362	221	204	6858
A	1.8	4.4	5.9	2.9	2.5
B	1.4	2.4	1.4	2.5	1.6
C	4.8	6.8	7.2	6.9	5.3
D	92.2	87.1	85.5	88.2	90.9

	2		
X	DF	P	
41.503	3	0.0001	
7.415	3	0.0598	
10.713	3	0.0134	
43.868	3	0.0001	

X560 -- READ MAGAZINE: CAR CRAFT

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

CAR CRAFT

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X560 BY GENDER

	MALE	FEMALE	TOTAL
N=	6362	542	6904
A	7.4	.2	6.8
B	2.3	.7	2.2
C	9.1	1.5	8.5
D	82.1	98.0	83.3

	2		
	X	DF	P
A	40.864	1	0.0001
B	5.696	1	0.0170
C	37.326	1	0.0001
D	90.769	1	0.0001

X560 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL
N=	197	6473	234	6904
A	.5	6.9	9.4	6.8
B	1.0	2.2	2.1	2.2
C	4.6	8.5	12.4	8.5
D	93.9	83.2	77.8	83.3

	2		
	X	DF	P
A	14.908	2	0.0006
B	1.284	2	0.5263
C	8.476	2	0.0144
D	21.132	2	0.0001

X560 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	216	2170	1570	2143	6099
A	9.7	8.9	7.3	5.5	7.3
B	2.3	2.8	3.1	1.3	2.3
C	9.7	10.4	8.9	7.6	9.0
D	78.2	78.5	82.0	86.6	82.2

2		
X	DF	P
20.293	3	0.0001
15.425	3	0.0015
10.564	3	0.0143
50.937	3	0.0001

X560 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4756	1677	6433
A	7.6	4.2	6.7
B	2.3	1.8	2.2
C	8.5	7.9	8.4
D	82.6	86.6	83.6

2		
X	DF	P
22.680	1	0.0001
1.483	1	0.2232
0.553	1	0.4570
15.172	1	0.0001

X560 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5126	1357	219	202	6904
A	7.4	4.9	6.9	5.9	6.8
B	2.2	2.2	.9	2.0	2.2
C	9.1	5.8	9.6	9.9	8.5
D	82.3	87.5	83.6	82.7	83.3

2		
X	DF	P
10.266	3	0.0164
1.742	3	0.6276
15.812	3	0.0012
21.157	3	0.0001

X561 -- READ MAGAZINE: SCIENCE DIGEST

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

SCIENCE DIGEST

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X561 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	6301	547	6848	X	DF	P
A	2.9	1.7	2.8	3.046	1	0.0809
B	1.7	1.5	1.7	0.214	1	0.6435
C	5.6	2.9	5.4	7.010	1	0.0081
D	90.2	94.2	90.5	9.117	1	0.0025

X561 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL	2		
N=	197	6423	228	6848	X	DF	P
A	3.6	2.8	4.0	2.8	1.489	2	0.4750
B	2.0	1.7	2.2	1.7	0.468	2	0.7913
C	5.1	5.4	5.3	5.4	0.042	2	0.9792
D	89.9	90.6	89.0	90.5	0.733	2	0.6931

X561 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	213	2139	1558	2135	6045
A	4.7	2.3	2.8	3.3	2.9
B	4.7	1.3	1.9	1.7	1.7
C	9.4	5.8	4.8	5.6	5.6
D	82.2	91.0	90.8	89.9	90.3

2		
X	DF	P
6.082	3	0.1077
13.689	3	0.0034
7.811	3	0.0501
18.215	3	0.0004

X561 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4713	1669	6382
A	2.8	2.5	2.7
B	1.6	1.7	1.6
C	5.1	5.9	5.3
D	91.0	90.4	90.8

2		
X	DF	P
0.490	1	0.4838
0.218	1	0.6409
1.727	1	0.1888
0.443	1	0.5055

X561 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5075	1348	222	203	6848
A	2.3	4.1	6.8	3.5	2.8
B	1.7	1.9	1.4	1.0	1.7
C	4.8	6.6	7.2	8.9	5.4
D	91.6	88.1	85.1	86.7	90.5

2		
X	DF	P
25.444	3	0.0001
0.973	3	0.8077
13.318	3	0.0040
26.165	3	0.0001



X562 -- READ MAGAZINE: INSIDE SPORTS

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

INSIDE SPORTS

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X562 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	6328	541	6869	X	DF	P
A	6.9	1.1	6.4	27.572	1	0.0001
B	2.3	.7	2.2	5.814	1	0.0159
C	8.2	1.9	7.7	28.484	1	0.0001
D	83.0	96.3	84.1	65.596	1	0.0001

X562 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL	2		
N=	199	6439	231	6869	X	DF	P
A	2.5	6.6	6.1	6.4	5.299	2	0.0707
B	1.5	2.2	1.7	2.2	0.719	2	0.6980
C	5.0	7.8	9.1	7.7	2.652	2	0.2655
D	91.0	83.9	83.1	84.1	7.348	2	0.0254

X562 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	217	2153	1559	2138	6067
A	17.1	9.7	6.3	3.3	6.8
B	4.6	3.2	2.3	1.3	2.3
C	11.5	8.6	8.7	7.2	8.2
D	68.2	79.1	83.2	88.6	83.1

2			
X	DF	P	
104.923	3	0.0001	
22.788	3	0.0001	
7.257	3	0.0641	
105.202	3	0.0001	

X562 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4734	1669	6403
A	6.7	5.4	6.4
B	2.0	2.5	2.1
C	7.8	7.3	7.7
D	84.0	85.0	84.2

2			
X	DF	P	
3.631	1	0.0567	
1.531	1	0.2159	
0.600	1	0.4387	
0.880	1	0.3483	

X562 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5089	1355	221	204	6869
A	4.4	13.1	10.9	6.9	6.4
B	1.7	3.7	1.4	5.4	2.2
C	6.9	10.3	11.3	6.9	7.7
D	87.2	73.7	77.4	81.9	84.1

2			
X	DF	P	
142.897	3	0.0001	
30.084	3	0.0001	
21.771	3	0.0001	
155.834	3	0.0001	

X563 -- READ MAG: SCIENCE '86 OR SCIENCE '87

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

SCIENCE '86 OR SCIENCE '87

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X563 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	6335	542	6877	X	DF	P
A	2.2	.6	2.1	6.893	1	0.0087
B	1.3	1.1	1.3	0.161	1	0.6879
C	3.4	2.2	3.3	2.276	1	0.1314
D	93.3	96.3	93.5	7.644	1	0.0057

X563 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL	2		
N=	198	6449	230	6877	X	DF	P
A	3.5	2.0	3.5	2.1	4.312	2	0.1158
B	1.0	1.3	.4	1.3	1.533	2	0.4646
C	4.6	3.2	4.8	3.3	2.576	2	0.2759
D	90.9	93.7	91.3	93.5	4.276	2	0.1179

X563 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	220	2155	1559	2142	6076
A	5.5	1.8	1.9	2.5	2.2
B	3.2	1.3	1.0	1.5	1.4
C	5.9	3.8	3.2	2.9	3.4
D	85.9	93.3	94.2	93.5	93.3

2		
X	DF	P
14.007	3	0.0029
7.258	3	0.0641
6.921	3	0.0744
21.514	3	0.0001

X563 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4739	1673	6412
A	2.1	2.0	2.1
B	1.2	1.3	1.2
C	3.1	3.4	3.2
D	93.8	93.5	93.8

2		
X	DF	P
0.083	1	0.7729
0.249	1	0.6181
0.275	1	0.6001
0.183	1	0.6692

X563 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5098	1355	220	204	6877
A	1.8	2.7	4.1	3.9	2.1
B	1.2	1.9	1.8	.5	1.3
C	2.8	4.9	5.5	5.4	3.3
D	94.5	90.9	88.6	90.2	93.5

2		
X	DF	P
11.692	3	0.0085
5.471	3	0.1404
21.172	3	0.0001
35.891	3	0.0001

X564 -- READ MAGAZINE: GAMES

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

GAMES

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X564 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	6290	539	6829	X	DF	P
A	3.1	2.2	3.0	1.169	1	0.2796
B	1.9	2.6	1.9	1.434	1	0.2310
C	5.1	3.5	5.0	2.705	1	0.1000
D	90.4	92.8	90.6	3.340	1	0.0676

X564 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL	2		
N=	198	6399	232	6829	X	DF	P
A	1.0	3.0	3.9	3.0	3.326	2	0.1895
B	.5	1.9	3.0	1.9	3.591	2	0.1660
C	2.5	5.0	7.3	5.0	5.190	2	0.0746
D	96.5	90.5	86.2	90.6	13.218	2	0.0013

X564 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	217	2138	1552	2123	6030
A	4.2	3.8	2.5	2.5	3.0
B	4.6	1.6	1.6	1.9	1.8
C	11.5	5.5	4.3	4.4	5.0
D	79.7	89.2	92.1	91.9	90.6

2			
X	DF	P	
9.938	3	0.0191	
10.615	3	0.0140	
23.300	3	0.0001	
43.455	3	0.0001	

X564 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4707	1656	6363
A	3.1	2.5	2.9
B	2.0	1.6	1.9
C	4.9	4.5	4.8
D	90.4	92.2	90.9

2			
X	DF	P	
1.682	1	0.1946	
1.099	1	0.2945	
0.517	1	0.4720	
4.425	1	0.0354	

X564 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5067	1340	219	203	6829
A	2.6	4.6	3.7	2.5	3.0
B	2.0	1.8	.9	2.5	1.9
C	4.4	6.9	7.3	4.9	5.0
D	91.6	87.0	88.1	90.2	90.6

2			
X	DF	P	
16.364	3	0.0010	
1.694	3	0.6384	
15.827	3	0.0012	
27.806	3	0.0001	

X565 -- READ MAGAZINE:U.S. NEWS AND WORLD REPORT

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

U.S. NEWS AND WORLD REPORT

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X565 BY GENDER

	MALE	FEMALE	TOTAL			
N=	6358	542	6900	2		
A	5.7	3.3	5.5	X	DF	P
B	3.4	3.0	3.4	5.344	1	0.0208
C	7.9	8.5	8.0	0.325	1	0.5684
D	83.5	85.6	83.7	0.214	1	0.6440
				1.578	1	0.2091

X565 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL			
N=	199	6469	232	6900	2		
A	12.1	5.3	5.6	5.5	X	DF	P
B	7.0	3.3	1.3	3.4	17.069	2	0.0002
C	15.1	7.8	7.3	8.0	11.278	2	0.0036
D	68.8	84.1	86.2	83.7	14.160	2	0.0008
					33.875	2	0.0001

X565 BY AFQT (1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	219	2159	1567	2151	6096
A	6.4	4.9	5.6	6.3	5.6
B	4.1	3.1	3.0	4.2	3.5
C	7.8	7.5	7.7	8.5	7.9
D	81.7	84.7	84.4	81.9	83.5

2		
X	DF	P
4.041	3	0.2570
5.398	3	0.1448
1.688	3	0.6395
7.587	3	0.0554

X565 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4753	1675	6428
A	5.3	5.8	5.4
B	3.3	3.8	3.4
C	7.5	9.2	7.9
D	84.4	81.8	83.7

2		
X	DF	P
0.527	1	0.4678
1.000	1	0.3173
5.055	1	0.0246
6.234	1	0.0125

X565 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5110	1364	220	206	6900
A	5.3	5.6	8.2	6.8	5.5
B	3.4	3.4	2.3	3.9	3.4
C	7.8	8.0	9.1	10.7	8.0
D	84.2	83.2	80.5	79.1	83.7

2		
X	DF	P
4.108	3	0.2500
0.997	3	0.8021
2.622	3	0.4537
5.849	3	0.1192



X694 -- READ MAGAZINE: OUTDOOR LIFE

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

OUTDOOR LIFE

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X694 BY GENDER

	MALE	FEMALE	TOTAL			
N=	6413	540	6953			
A	10.0	.9	9.3	2		
B	5.2	3.0	5.0	X	DF	P
C	11.5	4.6	11.0	48.511	1	0.0001
D	74.6	91.5	75.9	5.252	1	0.0219
				24.038	1	0.0001
				77.744	1	0.0001

X694 BY HIGHEST EDUCATION

	POST	HSDG	NHSG	TOTAL			
N=	198	6521	234	6953			
A	2.5	9.5	8.1	9.3	2		
B	3.5	5.2	3.0	5.0	X	DF	P
C	7.6	11.0	12.8	11.0	11.566	2	0.0031
D	86.9	75.5	77.4	75.9	3.164	2	0.2055
					3.162	2	0.2057
					13.833	2	0.0010

X694 BY AFQT(1980 NORMS) - GM RESPONSES ONLY

	4	3B	3A	1&2	TOTAL
N=	219	2191	1583	2157	6150
A	13.2	11.2	10.9	8.0	10.1
B	5.0	4.9	5.9	5.4	5.3
C	11.4	11.9	12.3	10.4	11.5
D	70.3	73.0	72.7	77.5	74.4

2			
X	DF	P	
16.770	3	0.0008	
1.850	3	0.6042	
3.968	3	0.2650	
17.458	3	0.0006	

X694 BY YEAR OF HSDG--HSDG/POST RESPONSES ONLY

	1986	EARLIER	TOTAL
N=	4799	1677	6476
A	10.4	5.7	9.2
B	5.6	3.6	5.1
C	10.6	11.4	10.8
D	74.7	79.8	76.0

2			
X	DF	P	
33.015	1	0.0001	
10.782	1	0.0010	
0.879	1	0.3485	
18.031	1	0.0001	

X694 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	5164	1367	219	203	6953
A	10.6	5.2	6.9	5.9	9.3
B	5.9	2.4	2.3	3.5	5.0
C	12.2	6.5	11.9	7.4	11.0
D	72.7	86.2	79.9	83.7	75.9

2			
X	DF	P	
41.966	3	0.0001	
32.382	3	0.0001	
39.223	3	0.0001	
116.610	3	0.0001	

Appendix B

Active Army Media Tabulations, Part 2

T051 -- RECEIVED UNREQUESTED INFORMATION

DID YOU RECEIVE MILITARY RECRUITING LITERATURE IN THE MAIL WITHOUT ASKING FOR IT?

FOR WHICH SERVICE(S) DID YOU RECEIVE LITERATURE WITHOUT ASKING FOR IT?

- A RECEIVED MILITARY RECRUITING LITERATURE IN THE MAIL WITHOUT ASKING FOR IT
- B ARMY (REGULAR ACTIVE DUTY)
- C ARMY RESERVE
- D ARMY NATIONAL GUARD
- E AIR FORCE (REGULAR ACTIVE DUTY)
- F AIR FORCE RESERVE
- G AIR NATIONAL GUARD
- H NAVY (REGULAR ACTIVE DUTY)
- I NAVY RESERVE
- J MARINE CORPS (REGULAR ACTIVE DUTY)
- K MARINE CORPS RESERVE
- L COAST GUARD
- M ALL SERVICES TOGETHER

SURVEY ITEMS #: A136 B136 C136 D109 TOTAL NPS SURVEYED IS 7,875

T051 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL	2		
N=	881	1316	1894	4091	X	DF	P
A	67.4	65.3	65.7	65.9	1.179	2	0.5545
B	53.2	52.8	50.3	51.8	2.930	2	0.2311
C	34.1	32.2	34.2	33.5	1.519	2	0.4678
D	23.5	24.3	23.8	23.9	0.224	2	0.8939
E	45.6	44.5	46.1	45.5	0.775	2	0.6788
F	16.8	14.5	15.7	15.6	2.148	2	0.3416
G	9.5	8.1	9.8	9.2	2.787	2	0.2482
H	45.4	43.0	44.6	44.3	1.398	2	0.4972
I	14.8	13.2	14.5	14.1	1.512	2	0.4696
J	47.3	43.8	48.0	46.5	5.889	2	0.0526
K	14.3	12.4	13.5	13.3	1.765	2	0.4138
L	10.9	11.8	13.5	12.4	4.476	2	0.1066
M	10.9	10.0	10.0	10.2	0.609	2	0.7373

T051 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL	2		
N=	498	603	1002	2103	X	DF	P
A	57.2	54.7	65.0	60.2	18.891	2	0.0001
B	45.4	42.6	52.6	48.0	16.834	2	0.0002
C	26.1	25.9	31.3	28.5	7.401	2	0.0247
D	17.5	18.6	21.7	19.8	4.452	2	0.1080
E	38.0	35.7	42.8	39.6	8.817	2	0.0122
F	11.9	12.4	14.0	13.0	1.586	2	0.4525
G	8.8	7.6	8.3	8.2	0.534	2	0.7655
H	36.6	34.7	42.4	38.8	10.932	2	0.0042
I	10.6	10.8	12.0	11.3	0.833	2	0.6594
J	37.2	36.3	43.5	39.9	10.247	2	0.0060
K	9.0	11.9	11.8	11.2	3.016	2	0.2213
L	10.4	9.8	10.8	10.4	0.399	2	0.8190
M	9.8	7.5	9.8	9.1	2.834	2	0.2425

T051 BY BRIGADE

N=	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
	1545	1682	1315	2095	1059	7696	X	DF	P
A	55.0	59.2	57.8	64.5	54.5	58.9	46.689	4	0.0001
B	41.0	45.2	44.7	50.4	42.7	45.3	36.420	4	0.0001
C	24.3	25.8	26.7	32.9	25.1	27.5	45.001	4	0.0001
D	17.0	19.6	15.7	24.6	18.5	19.6	53.664	4	0.0001
E	33.1	36.9	38.8	44.4	34.7	38.2	58.848	4	0.0001
F	10.0	11.1	12.0	14.9	12.1	12.2	22.827	4	0.0001
G	6.7	6.3	6.5	9.5	7.2	7.4	19.178	4	0.0007
H	33.1	37.0	35.0	41.2	34.7	36.7	30.232	4	0.0001
I	10.2	10.9	9.5	12.8	11.3	11.1	10.950	4	0.0271
J	35.4	37.6	34.8	44.8	36.3	38.5	52.194	4	0.0001
K	9.9	9.5	10.2	12.9	10.5	10.8	14.750	4	0.0052
L	10.3	10.5	7.5	9.1	9.7	9.5	10.030	4	0.0399
M	8.8	8.0	7.5	9.1	6.7	8.2	6.851	4	0.1440

T051 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	1138	1132	1114	2022	1871	7277	X	DF	P
A	49.0	54.5	57.4	61.0	65.2	58.6	89.300	4	0.0001
B	36.0	42.9	43.9	46.2	52.0	45.2	76.982	4	0.0001
C	19.6	24.1	27.1	28.1	34.2	27.6	84.055	4	0.0001
D	12.8	17.5	17.2	20.8	25.0	19.6	76.894	4	0.0001
E	28.6	35.6	34.3	40.5	45.4	38.2	100.468	4	0.0001
F	8.5	12.2	12.4	12.7	14.2	12.3	21.733	4	0.0002
G	5.3	7.1	7.9	8.0	7.9	7.4	9.930	4	0.0416
H	27.8	32.9	33.5	39.3	43.5	36.7	93.932	4	0.0001
I	9.3	9.1	11.7	12.0	12.2	11.1	12.398	4	0.0146
J	27.2	33.5	36.5	41.2	46.3	38.4	129.601	4	0.0001
K	9.1	9.8	11.3	10.7	12.1	10.8	8.298	4	0.0813
L	6.2	8.8	8.5	10.6	11.2	9.4	25.767	4	0.0001
M	7.3	6.5	9.1	8.9	8.3	8.2	7.902	4	0.0952

T051 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL	2		
N=	3757	1897	702	1010	302	7668	X	DF	P
A	66.0	61.9	59.4	40.4	13.9	59.0	482.039	4	0.0001
B	50.7	46.7	49.2	31.4	10.3	45.4	277.401	4	0.0001
C	33.1	28.1	23.7	15.4	4.3	27.5	221.569	4	0.0001
D	24.7	19.3	16.2	9.3	2.3	19.7	190.620	4	0.0001
E	44.9	40.2	36.5	20.6	6.0	38.3	341.646	4	0.0001
F	14.6	12.6	11.7	6.4	1.3	12.2	84.915	4	0.0001
G	8.9	7.6	6.4	4.1	1.3	7.4	45.936	4	0.0001
H	44.1	38.2	33.9	18.5	4.6	36.8	368.720	4	0.0001
I	13.6	11.7	9.8	5.1	1.0	11.1	93.096	4	0.0001
J	46.2	39.3	37.2	20.0	4.0	38.5	391.910	4	0.0001
K	13.0	11.5	9.7	5.2	1.0	10.8	83.729	4	0.0001
L	11.7	9.7	8.0	4.5	1.0	9.5	78.292	4	0.0001
M	9.3	9.0	7.7	4.8	2.0	8.2	39.548	4	0.0001



X110 -- RECALL JOINT SERVICES ADVERTISING

DO YOU REMEMBER SEEING, HEARING, OR RECEIVING (BEFORE YOU ENLISTED) ANY ADVERTISING OR PROMOTIONAL MATERIALS FROM ALL THE MILITARY SERVICES TOGETHER?

- J NO - GO TO QUESTION #138
- A YES - ON TELEVISION
- L YES - IN MAGAZINES YOU SUBSCRIBE TO OR BUY
- M YES - IN MAGAZINES YOU RECEIVED AT SCHOOL
- C YES - ON THE RADIO
- D YES - IN THE HELP WANTED SECTION OF A NEWSPAPER
- E YES - IN OTHER PARTS OF THE NEWSPAPER
- F YES - IN THE MAIL
- G YES - IN AN ARMY RECRUITING STATION
- H YES - AT SCHOOL
- I YES - FROM A FRIEND
- K YES - BUT NONE OF THE ABOVE

SURVEY ITEMS #: A137 B137 C137 D110 TOTAL NPS SURVEYED IS 7,875

X110 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL		2	
N=	879	1318	1899	4096	X	DF	P
J	27.2	28.2	30.0	28.8	2.547	2	0.2799
A	66.0	65.6	62.2	64.1	5.412	2	0.0668
L	32.1	32.9	30.9	31.8	1.481	2	0.4770
M	22.6	21.6	22.2	22.1	0.398	2	0.8194
C	39.6	41.4	39.1	39.9	1.663	2	0.4355
D	5.9	7.8	6.1	6.6	4.555	2	0.1025
E	8.1	7.6	7.7	7.8	0.179	2	0.9142
F	26.6	26.4	27.1	26.8	0.185	2	0.9115
G	19.1	19.0	19.2	19.1	0.008	2	0.9961
H	27.5	27.1	27.8	27.5	0.201	2	0.9044
I	13.7	15.0	15.0	14.7	1.020	2	0.6004
K	2.1	1.1	1.4	1.5	3.069	2	0.2156

## X110 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL		2	
N=	500	602	1001	2103	X	DF	P
J	30.6	33.2	28.7	30.5	3.473	2	0.1762
A	64.4	57.3	64.7	62.5	9.828	2	0.0073
L	32.0	27.9	32.3	31.0	3.679	2	0.1589
M	18.6	16.3	21.4	19.3	6.470	2	0.0394
C	38.8	35.9	40.8	38.9	3.767	2	0.1520
D	9.2	8.0	8.2	8.4	0.614	2	0.7356
E	8.0	6.8	8.5	7.9	1.471	2	0.4792
F	24.0	19.4	25.6	23.4	8.008	2	0.0182
G	18.0	18.4	20.0	19.1	1.064	2	0.5875
H	23.8	22.9	27.5	25.3	4.894	2	0.0865
I	12.2	14.5	15.3	14.3	2.600	2	0.2725
K	.8	1.7	1.6	1.4	1.842	2	0.3982

X110 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	1550	1697	1314	2096	1058	7715	X	DF	P
J	32.6	33.3	33.6	31.6	33.9	32.9	2.500	4	0.6446
A	57.7	57.1	57.6	59.4	58.9	58.2	2.544	4	0.6367
L	29.0	27.9	27.0	28.3	29.1	28.2	1.854	4	0.7626
M	20.3	21.3	18.5	21.1	19.7	20.4	4.911	4	0.2966
C	36.1	35.2	33.4	38.9	37.6	36.4	12.584	4	0.0135
D	6.1	4.8	5.9	6.6	7.8	6.1	10.866	4	0.0281
E	7.4	7.5	6.5	7.0	7.8	7.2	1.778	4	0.7765
F	22.6	24.8	23.2	26.3	22.8	24.2	9.342	4	0.0531
G	20.1	18.7	17.4	18.5	19.2	18.8	3.689	4	0.4497
H	26.7	27.6	23.1	27.1	26.6	26.4	9.136	4	0.0578
I	16.1	16.0	13.7	14.8	14.1	15.1	5.402	4	0.2485
K	1.6	1.3	1.8	1.8	1.4	1.6	2.042	4	0.7281

## X110 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	1140	1136	1110	2027	1879	7292	X	DF	P
J	34.2	34.5	31.3	33.6	31.3	32.9	5.744	4	0.2191
A	56.8	55.6	59.4	58.2	59.7	58.1	6.400	4	0.1712
L	27.6	26.9	27.6	28.7	30.0	28.4	4.385	4	0.3563
M	20.5	19.5	18.5	20.4	22.3	20.5	6.988	4	0.1365
C	35.9	35.5	37.8	36.2	37.4	36.6	2.138	4	0.7104
D	7.3	7.3	5.8	5.1	6.0	6.1	9.173	4	0.0569
E	7.1	7.1	6.9	6.6	8.1	7.2	3.682	4	0.4507
F	23.6	22.6	21.7	24.7	26.3	24.2	10.520	4	0.0325
G	19.3	19.2	18.3	18.3	18.5	18.6	0.832	4	0.9341
H	25.7	24.7	24.7	26.8	28.1	26.3	6.395	4	0.1715
I	14.2	14.5	14.0	15.2	16.0	15.0	3.283	4	0.5117
K	1.1	1.9	2.3	1.5	1.4	1.6	5.952	4	0.2028

## X110 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL	2		
N=	3760	1910	706	1009	302	7687	X	DF	P
J	30.3	33.7	37.9	36.1	35.1	32.8	25.132	4	0.0001
A	61.6	54.8	52.3	55.7	59.6	58.2	40.143	4	0.0001
L	30.7	25.9	23.7	26.3	31.5	28.3	26.770	4	0.0001
M	23.8	20.3	18.1	12.9	9.3	20.4	87.163	4	0.0001
C	38.4	34.2	32.4	35.8	39.1	36.5	15.887	4	0.0032
D	5.3	6.0	4.8	8.7	12.9	6.2	42.465	4	0.0001
E	7.3	6.7	7.7	6.7	10.3	7.3	5.543	4	0.2360
F	28.0	25.0	23.4	14.3	8.6	24.2	123.855	4	0.0001
G	19.5	19.3	14.9	17.1	21.2	18.8	11.923	4	0.0179
H	30.1	26.8	24.9	17.7	10.9	26.4	102.905	4	0.0001
I	16.3	16.2	12.9	10.7	12.3	15.1	26.010	4	0.0001
K	1.6	1.4	1.7	1.5	2.7	1.6	2.957	4	0.5651

X111 -- RECALL AIR FORCE ADVERTISING

DO YOU REMEMBER SEEING, HEARING, OR RECEIVING ANY AIR FORCE ADVERTISING  
OR PROMOTIONAL MATERIALS BEFORE YOU ENLISTED?

- J NO - GO TO QUESTION #139
- A YES - ON TELEVISION
- L YES - IN MAGAZINES YOU SUBSCRIBE TO OR BUY
- M YES - IN MAGAZINES YOU RECEIVED AT SCHOOL
- C YES - ON THE RADIO
- D YES - IN THE HELP WANTED SECTION OF A NEWSPAPER
- E YES - IN OTHER PARTS OF THE NEWSPAPER
- F YES - IN THE MAIL
- G YES - IN AN AIR FORCE RECRUITING STATION
- H YES - AT SCHOOL
- I YES - FROM A FRIEND
- K YES - BUT NONE OF THE ABOVE

SURVEY ITEMS #: A138 B138 C138 D111 TOTAL NPS SURVEYED IS 7,875

## X111 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL	2		
N=	879	1312	1897	4088	X	DF	P
J	21.0	20.8	22.2	21.5	1.107	2	0.5751
A	66.1	64.9	64.8	65.1	0.500	2	0.7789
L	39.1	39.9	36.9	38.3	3.442	2	0.1789
M	24.6	27.6	27.7	27.0	3.299	2	0.1922
C	38.2	37.5	36.8	37.3	0.549	2	0.7598
D	3.6	5.0	4.4	4.5	2.395	2	0.3019
E	6.9	6.9	6.6	6.8	0.153	2	0.9263
F	42.1	44.8	43.9	43.8	1.601	2	0.4492
G	14.0	16.3	15.1	15.2	2.262	2	0.3227
H	30.5	30.9	32.3	31.5	1.239	2	0.5383
I	14.8	15.9	16.4	15.9	1.158	2	0.5604
K	1.7	2.0	1.7	1.8	0.424	2	0.8088



X111 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL	2		
N=	498	604	996	2098	X	DF	P
J	22.3	26.3	22.7	23.6	3.248	2	0.1971
A	64.9	58.1	66.4	63.6	11.491	2	0.0032
L	40.8	30.8	37.2	36.2	12.522	2	0.0019
M	27.1	22.2	24.5	24.5	3.583	2	0.1667
C	39.0	33.4	36.5	36.2	3.651	2	0.1611
D	5.8	6.0	4.5	5.2	2.017	2	0.3649
E	6.0	6.8	7.0	6.7	0.540	2	0.7634
F	40.0	31.8	41.3	38.2	15.131	2	0.0005
G	17.9	16.1	15.8	16.4	1.131	2	0.5680
H	29.3	22.9	30.5	28.0	11.517	2	0.0032
I	13.7	14.4	16.4	15.2	2.271	2	0.3212
K	1.8	2.2	2.0	2.0	0.166	2	0.9203

## X111 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	1544	1689	1323	2090	1057	7703	X	DF	P
J	28.3	27.2	26.7	27.4	30.1	27.8	4.301	4	0.3668
A	55.8	56.9	57.8	57.1	55.6	56.7	1.831	4	0.7667
L	33.2	29.8	30.5	31.1	31.3	31.2	4.822	4	0.3061
M	23.6	22.7	20.3	23.8	22.2	22.7	6.800	4	0.1469
C	33.3	30.7	29.0	33.4	30.0	31.6	11.253	4	0.0239
D	4.0	2.6	4.1	3.9	4.8	3.8	10.195	4	0.0373
E	5.9	4.9	5.2	6.1	6.0	5.6	3.723	4	0.4448
F	35.5	37.1	36.5	42.3	32.0	37.4	37.590	4	0.0001
G	15.0	12.7	11.0	12.6	14.7	13.1	12.589	4	0.0135
H	26.6	28.2	25.3	27.9	27.7	27.2	4.224	4	0.3765
I	15.0	15.4	12.9	15.1	12.9	14.5	6.829	4	0.1452
K	.9	1.5	1.5	1.8	2.4	1.6	9.213	4	0.0560

## X111 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	1141	1133	1113	2025	1880	7292	X	DF	P
J	32.1	29.6	26.3	27.2	25.9	27.9	17.232	4	0.0017
A	51.7	54.5	58.0	58.2	59.3	56.9	21.769	4	0.0002
L	27.7	28.9	32.8	31.2	34.0	31.3	17.775	4	0.0014
M	19.5	19.6	22.6	22.9	26.8	22.8	30.600	4	0.0001
C	27.1	29.4	32.1	31.2	35.5	31.5	26.694	4	0.0001
D	3.9	4.9	4.5	3.5	3.1	3.8	8.198	4	0.0846
E	5.4	4.9	6.7	5.1	5.9	5.6	4.435	4	0.3503
F	29.8	33.6	35.6	39.5	42.7	37.3	62.710	4	0.0001
G	12.0	14.5	14.9	12.5	12.2	13.0	8.195	4	0.0847
H	22.1	25.2	26.8	28.4	30.2	27.1	27.049	4	0.0001
I	11.7	14.0	15.5	13.8	16.0	14.3	12.676	4	0.0130
K	2.2	1.3	2.6	1.1	1.1	1.6	16.169	4	0.0028

## X111 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL	2		
N=	3758	1901	707	1008	301	7675	X	DF	P
J	24.0	28.7	31.6	34.2	37.8	27.7	68.088	4	0.0001
A	60.2	53.9	50.8	54.4	54.8	56.8	37.928	4	0.0001
L	34.2	28.9	28.0	27.5	28.6	31.2	31.013	4	0.0001
M	26.5	23.2	19.2	15.2	6.6	22.7	112.233	4	0.0001
C	34.1	28.6	28.7	30.4	31.2	31.7	22.256	4	0.0002
D	3.1	4.1	3.7	5.1	7.6	3.8	22.004	4	0.0002
E	6.0	5.2	5.4	5.4	5.7	5.6	1.938	4	0.7472
F	44.3	38.4	34.2	20.4	9.0	37.4	308.724	4	0.0001
G	12.6	13.7	11.5	15.3	13.3	13.1	7.487	4	0.1123
H	32.2	27.6	23.9	16.6	7.6	27.3	166.805	4	0.0001
I	15.8	14.9	11.5	12.8	7.3	14.5	25.907	4	0.0001
K	1.4	1.7	1.4	1.9	2.7	1.6	4.483	4	0.3446

X112 -- RECALL NAVY ADVERTISING

DO YOU REMEMBER SEEING, HEARING, OR RECEIVING ANY NAVY ADVERTISING OR PROMOTIONAL MATERIALS BEFORE YOU ENLISTED?

- J NO - GO TO QUESTION #140
- A YES - ON TELEVISION
- L YES - IN MAGAZINES YOU SUBSCRIBE TO OR BUY
- M YES - IN MAGAZINES YOU RECEIVED AT SCHOOL
- C YES - ON THE RADIO
- D YES - IN THE HELP WANTED SECTION OF A NEWSPAPER
- E YES - IN OTHER PARTS OF THE NEWSPAPER
- F YES - IN THE MAIL
- G YES - IN A NAVY RECRUITING STATION
- H YES - AT SCHOOL
- I YES - FROM A FRIEND
- K YES - BUT NONE OF THE ABOVE

SURVEY ITEMS #: A139 B139 C139 D112 TOTAL NPS SURVEYED IS 7,875

X112 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL	2		
N=	869	1310	1884	4063	X	DF	P
J	23.1	24.0	24.4	24.0	0.553	2	0.7583
A	62.8	62.8	62.7	62.8	0.003	2	0.9983
L	35.1	34.1	32.7	33.7	1.713	2	0.4247
M	22.7	25.0	24.3	24.2	1.624	2	0.4440
C	33.5	34.6	33.7	33.9	0.366	2	0.8330
D	4.5	4.6	4.3	4.4	0.222	2	0.8948
E	6.4	6.6	5.3	6.0	2.650	2	0.2658
F	38.9	40.5	41.6	40.6	1.776	2	0.4114
G	14.4	14.2	14.0	14.2	0.071	2	0.9651
H	26.5	28.0	29.1	28.2	2.133	2	0.3442
I	15.1	14.4	15.5	15.1	0.693	2	0.7070
K	2.8	2.6	1.9	2.3	2.985	2	0.2248

X112 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL	2		
N=	496	596	989	2081	X	DF	P
J	25.7	29.8	24.8	26.4	5.055	2	0.0799
A	62.7	55.4	62.5	60.5	9.206	2	0.0100
L	35.7	26.0	32.0	31.1	12.407	2	0.0020
M	22.0	18.3	22.1	21.0	3.705	2	0.1568
C	35.3	28.7	32.8	32.2	5.662	2	0.0590
D	6.5	5.7	4.0	5.1	4.604	2	0.1000
E	5.7	5.2	6.3	5.8	0.808	2	0.6676
F	37.9	29.5	37.5	35.3	12.276	2	0.0022
G	15.9	12.1	14.4	14.1	3.432	2	0.1798
H	27.2	20.6	26.4	24.9	8.379	2	0.0152
I	12.5	13.4	15.5	14.2	2.785	2	0.2485
K	1.6	2.7	2.8	2.5	2.131	2	0.3446

## X112 BY BRIGADE

N=	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
	1536	1681	1314	2081	1054	7666	X	DF	P
J	30.1	29.7	31.6	31.7	31.9	31.0	3.118	4	0.5382
A	54.4	54.9	52.7	53.1	54.4	53.9	2.290	4	0.6825
L	30.3	25.1	24.7	26.1	27.8	26.7	15.774	4	0.0033
M	21.7	19.7	17.1	20.2	18.0	19.6	11.530	4	0.0212
C	31.5	26.9	23.5	29.3	25.9	27.8	27.166	4	0.0001
D	3.8	2.6	3.8	3.9	4.7	3.7	9.300	4	0.0540
E	5.1	3.9	3.8	5.2	5.7	4.7	8.620	4	0.0713
F	34.0	33.9	31.7	35.7	29.1	33.3	15.592	4	0.0036
G	13.7	11.4	9.2	11.4	13.1	11.7	16.406	4	0.0025
H	24.8	24.6	20.3	23.7	25.7	23.8	12.396	4	0.0146
I	16.2	13.9	12.2	12.7	12.4	13.5	13.860	4	0.0078
K	1.4	1.7	2.1	2.7	2.4	2.1	9.593	4	0.0479



## X112 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	1133	1131	1108	2017	1873	7262	X	DF	P
J	35.8	33.5	29.3	28.9	29.4	30.9	23.448	4	0.0001
A	49.0	51.7	55.6	55.9	55.7	54.1	20.105	4	0.0005
L	23.8	23.5	30.0	26.6	29.4	26.9	23.144	4	0.0001
M	15.9	17.2	19.8	20.4	22.9	19.8	27.421	4	0.0001
C	24.4	25.1	28.6	28.3	30.3	27.8	17.340	4	0.0017
D	3.7	4.5	4.4	3.5	3.1	3.7	5.880	4	0.2083
E	4.2	3.9	5.7	4.6	5.1	4.7	5.185	4	0.2689
F	26.9	29.4	31.7	35.5	38.7	33.5	58.852	4	0.0001
G	9.5	12.9	13.1	12.3	10.4	11.6	12.540	4	0.0138
H	18.7	20.9	24.6	25.7	26.1	23.8	31.614	4	0.0001
I	11.6	12.9	14.0	13.8	14.4	13.5	5.692	4	0.2233
K	2.5	2.2	2.7	1.4	1.9	2.0	7.488	4	0.1122

X112 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL	2		
N=	3742	1892	702	1004	298	7638	X	DF	P
J	26.8	31.9	35.1	38.9	39.2	30.9	75.553	4	0.0001
A	57.3	51.1	48.7	50.3	54.0	53.9	36.621	4	0.0001
L	29.9	23.9	20.8	25.0	26.5	26.8	40.500	4	0.0001
M	23.3	19.3	15.8	13.0	6.7	19.6	98.206	4	0.0001
C	30.3	24.6	24.2	26.7	28.9	27.8	26.518	4	0.0001
D	3.3	3.2	3.4	5.3	7.7	3.7	23.884	4	0.0001
E	4.9	4.0	4.7	4.8	6.7	4.7	5.107	4	0.2765
F	40.7	33.2	30.5	16.6	6.4	33.4	316.499	4	0.0001
G	12.4	11.3	10.1	12.3	8.7	11.7	6.534	4	0.1626
H	28.5	23.1	20.4	15.3	7.1	23.9	136.911	4	0.0001
I	14.9	14.1	11.5	11.2	7.1	13.6	23.963	4	0.0001
K	2.0	2.1	2.1	2.4	2.0	2.1	0.688	4	0.9529

X113 -- RECALL MARINE CORPS ADVERTISING

DO YOU REMEMBER SEEING, HEARING, OR RECEIVING ANY MARINE CORPS  
ADVERTISING OR PROMOTIONAL MATERIALS BEFORE YOU ENLISTED?

- J NO - GO TO QUESTION #141
- A YES - ON TELEVISION
- L YES - IN MAGAZINES YOU SUBSCRIBE TO OR BUY
- M YES - IN MAGAZINES YOU RECEIVED AT SCHOOL
- C YES - ON THE RADIO
- D YES - IN THE HELP WANTED SECTION OF A NEWSPAPER
- E YES - IN OTHER PARTS OF THE NEWSPAPER
- F YES - IN THE MAIL
- G YES - IN A MARINE CORPS RECRUITING STATION
- H YES - AT SCHOOL
- I YES - FROM A FRIEND
- K YES - BUT NONE OF THE ABOVE

SURVEY ITEMS #: A140 B140 C140 D113 TOTAL NPS SURVEYED IS 7,875

X113 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL	2		
N=	874	1313	1890	4077	X	DF	P
J	21.7	21.1	21.8	21.5	0.231	2	0.8911
A	65.6	64.0	63.7	64.2	0.978	2	0.6132
L	35.0	34.4	32.5	33.6	2.158	2	0.3399
M	24.3	24.8	24.0	24.3	0.260	2	0.8783
C	32.6	32.7	31.4	32.1	0.754	2	0.6860
D	3.9	4.2	3.3	3.7	1.901	2	0.3865
E	5.7	6.7	5.1	5.8	3.519	2	0.1721
F	42.0	42.8	43.1	42.8	0.286	2	0.8669
G	13.5	14.7	13.3	13.8	1.387	2	0.4997
H	27.5	28.7	29.2	28.7	0.893	2	0.6399
I	15.7	18.5	17.4	17.4	2.930	2	0.2310
K	2.4	2.8	2.2	2.4	1.379	2	0.5018

X113 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL	2		
N=	499	601	997	2097	X	DF	P
J	22.1	25.0	23.5	23.6	1.294	2	0.5236
A	63.1	58.6	63.8	62.1	4.619	2	0.0993
L	34.9	28.3	32.7	32.0	5.924	2	0.0517
M	21.0	19.3	23.1	21.5	3.237	2	0.1981
C	30.1	27.8	30.9	29.8	1.749	2	0.4170
D	5.4	3.8	3.7	4.2	2.635	2	0.2678
E	5.4	5.3	5.8	5.6	0.208	2	0.9011
F	40.1	31.6	38.7	37.0	10.769	2	0.0046
G	13.0	14.1	12.9	13.3	0.516	2	0.7728
H	25.9	23.1	26.9	25.6	2.804	2	0.2461
I	14.6	15.0	17.9	16.3	3.563	2	0.1684
K	2.4	2.7	2.8	2.7	0.209	2	0.9009

## X113 BY BRIGADE

N=	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
	1539	1685	1318	2085	1059	7686	X	DF	P
J	28.1	27.8	29.0	27.2	30.2	28.2	3.613	4	0.4609
A	54.7	56.0	57.1	55.7	52.3	55.3	6.189	4	0.1855
L	30.3	26.0	25.1	27.4	26.9	27.2	11.908	4	0.0180
M	21.9	21.6	18.0	21.3	18.0	20.5	13.091	4	0.0108
C	28.4	27.1	24.6	29.5	24.2	27.2	15.915	4	0.0031
D	3.6	2.9	3.1	3.8	3.1	3.3	2.912	4	0.5727
E	5.0	4.6	4.1	5.4	4.8	4.8	3.112	4	0.5392
F	36.1	34.8	33.2	39.2	31.5	35.6	23.147	4	0.0001
G	13.7	11.6	11.0	12.4	12.6	12.3	5.694	4	0.2232
H	26.8	25.2	22.5	25.4	24.4	25.0	7.298	4	0.1210
I	17.1	17.3	13.7	17.1	14.7	16.2	11.067	4	0.0258
K	1.9	1.5	1.8	2.7	3.0	2.2	11.121	4	0.0252

## X113 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	1143	1132	1112	2021	1875	7283	X	DF	P
J	33.2	30.1	27.3	27.1	25.7	28.2	23.009	4	0.0001
A	50.9	53.1	55.8	56.4	58.2	55.4	18.739	4	0.0009
L	24.1	23.5	29.0	27.0	31.0	27.3	28.775	4	0.0001
M	17.5	18.4	19.2	20.9	24.3	20.6	27.108	4	0.0001
C	22.9	24.6	27.9	27.7	30.3	27.2	24.152	4	0.0001
D	3.2	4.2	4.1	3.0	3.2	3.4	4.948	4	0.2927
E	4.7	4.1	5.5	4.4	5.3	4.8	4.147	4	0.3865
F	27.0	30.9	34.1	38.4	41.0	35.5	79.216	4	0.0001
G	10.9	12.7	14.0	11.7	12.3	12.2	6.219	4	0.1834
H	20.7	22.9	24.7	26.0	27.6	24.9	21.625	4	0.0002
I	15.3	14.3	17.2	16.1	17.2	16.2	5.900	4	0.2068
K	2.5	2.7	2.7	1.9	1.9	2.2	4.581	4	0.3330

## X113 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL	2		
N=	3751	1898	705	1007	298	7659	X	DF	P
J	24.5	28.1	29.3	36.8	43.1	28.2	95.517	4	0.0001
A	58.8	53.2	50.9	51.1	51.3	55.4	35.876	4	0.0001
L	30.4	25.3	25.0	22.9	20.8	27.3	39.360	4	0.0001
M	23.9	20.9	18.9	12.6	5.7	20.5	106.978	4	0.0001
C	29.7	25.5	23.6	24.5	23.5	27.2	24.817	4	0.0001
D	2.9	3.7	2.7	4.1	5.7	3.4	10.328	4	0.0353
E	5.2	4.5	4.8	4.5	4.7	4.8	1.611	4	0.8068
F	42.2	37.5	33.6	18.0	5.0	35.6	332.855	4	0.0001
G	12.9	12.8	11.4	11.0	8.4	12.3	8.043	4	0.0900
H	29.5	25.2	23.1	15.0	6.7	25.1	148.322	4	0.0001
I	18.1	17.5	14.6	11.6	5.4	16.3	54.241	4	0.0001
K	2.1	2.0	2.4	2.9	2.0	2.2	3.179	4	0.5283



X114 -- RECALL ARMY ADVERTISING

DO YOU REMEMBER SEEING, HEARING, OR RECEIVING ANY ARMY ADVERTISING OR  
PROMOTIONAL MATERIALS BEFORE YOU ENLISTED?

- J NO - GO TO QUESTION #144
- A YES - ON TELEVISION
- L YES - IN MAGAZINES YOU SUBSCRIBE TO OR BUY
- M YES - IN MAGAZINES YOU RECEIVED AT SCHOOL
- C YES - ON THE RADIO
- D YES - IN THE HELP WANTED SECTION OF A NEWSPAPER
- E YES - IN OTHER PARTS OF THE NEWSPAPER
- F YES - IN THE MAIL
- G YES - IN AN ARMY RECRUITING STATION
- H YES - AT SCHOOL
- I YES - FROM A FRIEND
- K YES - BUT NONE OF THE ABOVE

SURVEY ITEMS #: A141 B141 C141 D114 TOTAL NPS SURVEYED IS 7,875

X114 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL	2		
N=	874	1312	1888	4074	X	DF	P
J	6.7	9.2	8.0	8.1	4.202	2	0.1224
A	83.0	80.2	81.1	81.2	2.651	2	0.2656
L	54.4	53.3	50.3	52.1	4.900	2	0.0863
M	38.1	38.3	39.8	39.0	1.142	2	0.5651
C	60.4	60.6	58.3	59.5	2.053	2	0.3583
D	10.3	11.5	9.5	10.3	3.444	2	0.1787
E	13.5	13.3	10.4	12.0	8.225	2	0.0164
F	52.5	54.4	53.2	53.5	0.839	2	0.6574
G	47.6	49.2	48.8	48.7	0.591	2	0.7441
H	46.9	47.9	50.4	48.9	3.619	2	0.1638
I	31.8	33.2	34.0	33.3	1.300	2	0.5219
K	1.6	2.8	2.0	2.2	4.352	2	0.1135

X114 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL	2		
N=	499	601	994	2094	X	DF	P
J	9.2	9.7	8.8	9.2	0.298	2	0.8615
A	79.6	76.7	82.1	79.9	6.839	2	0.0327
L	52.5	42.3	53.3	50.0	20.024	2	0.0001
M	33.1	32.3	38.0	35.2	6.729	2	0.0346
C	56.5	54.1	59.9	57.4	5.334	2	0.0695
D	13.6	9.7	11.8	11.6	4.254	2	0.1192
E	11.8	12.5	12.8	12.5	0.277	2	0.8708
F	46.9	43.8	52.1	48.5	11.114	2	0.0039
G	49.3	43.4	50.0	48.0	6.962	2	0.0308
H	41.9	39.8	47.5	43.9	10.176	2	0.0062
I	28.7	32.5	33.0	31.8	3.046	2	0.2181
K	2.2	2.2	2.4	2.3	0.128	2	0.9379

## X114 BY BRIGADE

N=	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
	1541	1684	1313	2080	1053	7671	X	DF	P
J	11.0	11.3	10.4	9.9	12.0	10.8	4.080	4	0.3953
A	75.2	72.5	72.4	75.3	75.3	74.1	7.699	4	0.1033
L	48.9	43.5	40.4	45.9	46.9	45.2	24.699	4	0.0001
M	36.5	35.5	30.3	36.6	33.6	34.9	17.569	4	0.0015
C	53.8	50.6	46.8	56.4	53.9	52.6	34.012	4	0.0001
D	11.0	6.2	7.9	11.3	10.4	9.4	38.229	4	0.0001
E	11.2	9.6	8.5	12.3	10.7	10.6	14.645	4	0.0055
F	47.1	47.3	46.0	51.6	41.2	47.4	32.198	4	0.0001
G	45.8	42.7	40.1	46.0	43.5	43.9	14.663	4	0.0055
H	45.6	44.8	38.9	46.3	44.3	44.3	19.899	4	0.0005
I	33.2	33.2	28.4	32.1	29.5	31.6	12.389	4	0.0147
K	2.3	1.7	1.6	2.7	2.6	2.2	7.045	4	0.1335

## X114 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	1138	1132	1105	2018	1876	7269	X	DF	P
J	12.0	12.1	10.8	10.4	10.1	10.9	4.814	4	0.3069
A	70.7	71.9	75.2	75.2	75.5	74.1	13.910	4	0.0076
L	40.5	43.8	48.1	45.2	48.0	45.4	20.300	4	0.0004
M	30.2	33.1	33.6	35.3	39.0	34.9	27.141	4	0.0001
C	46.8	50.6	56.1	52.9	55.0	52.6	26.834	4	0.0001
D	9.7	10.4	9.7	8.3	9.5	9.4	4.638	4	0.3265
E	10.3	10.1	11.5	9.5	12.0	10.7	7.927	4	0.0943
F	38.7	43.0	44.8	50.2	54.2	47.5	87.746	4	0.0001
G	38.4	45.5	44.4	45.2	44.6	43.9	16.977	4	0.0020
H	38.6	42.1	43.7	45.3	48.6	44.4	32.000	4	0.0001
I	26.6	30.7	30.6	32.5	33.8	31.4	18.762	4	0.0009
K	2.9	2.0	2.8	1.9	1.9	2.2	6.204	4	0.1844

## X114 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL	2		
N=	3743	1891	704	1006	299	7643	X	DF	P
J	8.7	11.2	10.9	16.2	15.7	10.7	54.510	4	0.0001
A	77.0	72.5	69.6	70.2	73.9	74.2	34.584	4	0.0001
L	49.5	41.5	40.3	40.9	41.1	45.2	55.107	4	0.0001
M	40.4	35.1	34.4	21.6	11.4	34.9	200.899	4	0.0001
C	56.7	50.1	46.9	48.5	46.8	52.7	49.431	4	0.0001
D	8.4	8.5	9.2	13.5	14.1	9.4	33.898	4	0.0001
E	10.7	10.0	10.5	11.7	11.0	10.7	2.159	4	0.7066
F	54.8	48.4	46.9	29.4	11.7	47.5	366.062	4	0.0001
G	47.0	42.5	40.6	40.3	35.8	44.0	32.589	4	0.0001
H	52.2	45.1	39.9	26.5	12.7	44.4	348.835	4	0.0001
I	34.3	33.3	28.6	24.4	20.4	31.7	59.497	4	0.0001
K	2.1	1.9	2.6	2.8	3.0	2.2	4.366	4	0.3587

X115 -- RESPOND TO ADVERTISEMENTS

HOW DID YOU RESPOND TO THESE ADVERTISEMENTS?

- D IMPUTED: RESPONDED TO ARMY ADVERTISING
- A BY SENDING IN A CARD
- B BY CALLING A TOLL-FREE NUMBER
- C BY CONTACTING AN ARMY RECRUITER
- E NONE OF THE ABOVE

SURVEY ITEMS #: A143 B143 C143 D116 TOTAL NPS SURVEYED IS 7,875

X115 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL	2		
N=	873	1310	1884	4067	X	DF	P
D	44.6	44.1	47.1	45.6	3.320	2	0.1901
A	26.2	25.4	28.1	26.8	2.983	2	0.2251
B	2.6	3.5	3.0	3.1	1.403	2	0.4957
C	17.2	19.1	18.5	18.4	1.277	2	0.5280
E	6.1	5.7	6.6	6.2	1.318	2	0.5173

X115 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL	2		
N=	499	601	994	2094	X	DF	P
D	38.1	40.6	43.0	41.1	3.364	2	0.1860
A	19.0	18.8	22.3	20.5	3.763	2	0.1524
B	3.0	3.2	1.8	2.5	3.560	2	0.1686
C	17.0	19.0	17.6	17.9	0.779	2	0.6773
E	6.0	7.0	7.2	6.9	0.805	2	0.6686

## X115 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	1536	1680	1310	2074	1050	7650	X	DF	P
D	45.6	49.1	45.1	45.7	40.6	45.6	18.881	4	0.0008
A	23.7	25.5	22.5	26.1	17.7	23.7	31.693	4	0.0001
B	4.2	3.8	3.6	3.0	2.5	3.4	6.965	4	0.1377
C	19.3	22.1	19.5	17.8	19.1	19.5	10.879	4	0.0280
E	7.2	7.4	7.8	6.1	7.2	7.1	4.149	4	0.3863

## X115 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	1129	1130	1108	2012	1877	7256	X	DF	P
D	41.7	42.0	43.0	48.0	48.0	45.3	24.707	4	0.0001
A	16.9	20.3	19.1	26.3	29.6	23.7	93.093	4	0.0001
B	3.1	3.7	4.0	2.8	3.7	3.4	4.315	4	0.3650
C	19.6	18.1	19.8	20.3	18.8	19.4	2.753	4	0.5999
E	8.4	7.0	7.2	6.9	5.8	6.9	7.707	4	0.1029

## X115 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL	2		
N=	3728	1889	703	1004	298	7622	X	DF	P
D	48.6	45.3	45.5	36.5	42.0	45.6	48.874	4	0.0001
A	29.9	23.1	20.2	10.4	5.7	23.8	236.104	4	0.0001
B	3.4	3.2	3.3	3.5	5.7	3.4	5.079	4	0.2793
C	18.1	19.3	23.8	20.0	26.9	19.5	23.348	4	0.0001
E	6.8	7.0	6.7	8.0	8.4	7.0	2.707	4	0.6080



X140 -- TYPE OF RADIO LISTEN TO

WHAT TYPE OF RADIO DID YOU LISTEN TO?

- A I DON'T REGULARLY LISTEN TO RADIO - GO TO QUESTION #149
- B FM AT HOME
- C FM/STEREO AT HOME
- D AM AT HOME
- K AM/STEREO AT HOME
- E FM IN THE CAR
- F FM/STEREO IN THE CAR
- G AM IN THE CAR
- L AM/STEREO IN THE CAR

SURVEY ITEMS #: A144 B144 C144 D117 TOTAL NPS SURVEYED IS 7,875

X140 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL		2	
N=	863	1296	1844	4003	X	DF	P
A	4.1	5.8	6.0	5.5	3.996	2	0.1356
B	17.7	16.5	18.2	17.6	1.556	2	0.4592
C	66.4	65.9	65.5	65.8	0.239	2	0.8875
D	3.6	4.1	4.4	4.1	0.958	2	0.6193
K	2.4	3.4	2.9	3.0	1.684	2	0.4308
E	13.7	16.4	17.3	16.2	5.591	2	0.0611
F	48.6	51.2	48.9	49.5	2.033	2	0.3618
G	5.3	6.0	4.8	5.3	2.360	2	0.3074
L	2.2	3.2	2.6	2.7	2.045	2	0.3596

X140 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL		2	
N=	501	585	977	2063	X	DF	P
A	4.5	6.3	4.2	4.8	3.680	2	0.1588
B	13.8	17.4	19.5	17.5	7.390	2	0.0249
C	66.1	61.5	67.6	65.5	5.957	2	0.0509
D	5.4	3.3	4.1	4.2	3.123	2	0.2098
K	2.8	3.1	2.9	2.9	0.088	2	0.9569
E	14.4	17.3	15.3	15.6	1.896	2	0.3876
F	51.5	48.7	51.4	50.7	1.227	2	0.5415
G	6.4	5.1	5.4	5.6	0.892	2	0.6403
L	2.4	2.6	2.7	2.6	0.094	2	0.9542

## X140 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	1489	1612	1266	2046	1021	7434	X	DF	P
A	4.2	5.1	5.0	4.7	7.5	5.1	15.031	4	0.0046
B	18.7	21.3	18.7	17.7	16.7	18.7	11.433	4	0.0221
C	69.8	60.1	62.3	64.9	62.3	64.0	35.740	4	0.0001
D	3.2	6.0	5.1	3.0	5.5	4.4	28.912	4	0.0001
K	2.7	4.0	4.3	2.8	4.7	3.5	13.449	4	0.0093
E	16.2	16.5	16.8	15.6	14.6	16.0	2.563	4	0.6333
F	42.4	43.0	47.0	45.7	43.1	44.3	9.046	4	0.0600
G	4.0	5.0	4.9	4.5	6.4	4.8	8.062	4	0.0893
L	2.5	3.1	3.6	2.1	3.9	2.9	12.115	4	0.0165

## X140 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	1086	1097	1075	1965	1833	7056	X	DF	P
A	5.5	6.6	3.3	6.0	4.5	5.2	16.213	4	0.0027
B	20.0	18.3	17.4	18.6	18.6	18.6	2.457	4	0.6524
C	64.2	63.0	67.3	64.8	61.5	64.0	10.775	4	0.0292
D	6.1	4.6	3.1	4.8	3.3	4.3	17.943	4	0.0013
K	5.4	4.0	3.4	3.4	2.6	3.6	17.354	4	0.0016
E	15.9	15.8	15.0	16.7	16.3	16.1	1.685	4	0.7935
F	38.7	42.8	45.6	45.1	46.9	44.3	20.965	4	0.0003
G	5.8	4.9	4.4	4.7	4.4	4.8	3.456	4	0.4847
L	4.1	3.1	3.0	2.9	2.1	2.9	9.175	4	0.0569

## X140 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL	2		
N=	3630	1842	681	972	283	7408	X	DF	P
A	4.8	5.4	4.2	4.9	10.0	5.1	15.529	4	0.0037
B	18.4	18.0	19.4	20.7	19.4	18.8	3.522	4	0.4745
C	67.3	61.1	64.3	59.6	55.5	64.0	41.538	4	0.0001
D	3.9	4.2	5.3	5.0	6.7	4.4	8.539	4	0.0737
K	3.2	4.0	3.5	3.1	6.4	3.5	9.442	4	0.0509
E	15.3	16.1	17.5	17.2	16.6	16.0	3.456	4	0.4846
F	45.4	42.8	44.2	44.7	38.5	44.3	7.271	4	0.1222
G	4.2	3.9	5.4	6.6	11.0	4.8	37.106	4	0.0001
L	2.6	2.8	3.4	3.5	3.9	2.9	4.367	4	0.3586

X221 -- TIMES REGULARLY LISTEN TO WEEKDAY RADIO

WHEN DID YOU REGULARLY LISTEN TO THE RADIO DURING THE WEEK-MONDAYS THROUGH FRIDAYS?

- A MORNINGS - 6 AM TO 10 AM
- B DAYTIME - 10 AM TO 3 PM
- C LATE AFTERNOON - 3 PM TO 7 PM
- D EVENINGS - 7 PM TO MIDNIGHT
- E OVERNIGHT - MIDNIGHT TO 6 AM
- F I DIDN'T REGULARLY LISTEN TO THE RADIO DURING THE WEEK
- G IMPUTED: DIDN'T REGULARLY LISTEN TO RADIO, VALID SKIP

SURVEY ITEMS #: A145 B145 C145 D118 TOTAL NPS SURVEYED IS 7,875

X221 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL	2		
N=	882	1301	1872	4055	X	DF	P
A	39.7	40.0	38.7	39.3	0.552	2	0.7587
B	28.0	27.8	25.3	26.7	3.573	2	0.1676
C	49.8	48.6	46.5	47.9	2.892	2	0.2355
D	65.5	61.0	62.1	62.5	4.932	2	0.0849
E	21.5	21.8	23.7	22.6	2.435	2	0.2960
F	6.2	6.7	7.2	6.8	1.055	2	0.5900
G	4.0	5.7	5.8	5.4	4.268	2	0.1184

X221 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL	2		
N=	498	589	996	2083	X	DF	P
A	39.8	34.6	40.7	38.7	5.951	2	0.0510
B	31.7	28.2	30.9	30.3	1.910	2	0.3848
C	51.2	41.8	48.0	47.0	10.406	2	0.0055
D	58.8	55.0	65.0	60.7	16.297	2	0.0003
E	21.9	22.1	23.3	22.6	0.512	2	0.7742
F	6.7	8.7	5.9	6.9	4.765	2	0.0923
G	4.4	6.1	4.0	4.7	3.747	2	0.1536

## X221 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	1529	1669	1299	2082	1045	7624	X	DF	P
A	36.2	35.5	35.6	36.6	38.5	36.4	2.903	4	0.5742
B	27.5	22.4	26.0	29.3	27.9	26.7	24.759	4	0.0001
C	44.5	42.8	44.9	45.0	47.9	44.8	7.016	4	0.1350
D	62.0	60.0	59.7	64.0	57.0	61.0	16.918	4	0.0020
E	25.6	25.6	24.1	23.3	21.3	24.2	8.970	4	0.0619
F	6.9	7.4	6.7	6.4	8.4	7.1	4.593	4	0.3317
G	4.0	4.9	4.8	4.6	7.2	4.9	14.891	4	0.0049

## X221 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	1125	1128	1109	2009	1868	7239	X	DF	P
A	35.3	34.5	39.6	34.7	38.1	36.4	12.001	4	0.0173
B	26.6	26.5	28.9	26.0	26.3	26.7	3.465	4	0.4832
C	44.1	44.5	48.2	44.7	43.7	44.8	6.174	4	0.1865
D	56.0	57.4	63.8	61.9	64.2	61.2	30.493	4	0.0001
E	24.3	25.8	22.8	24.3	23.6	24.1	3.102	4	0.5409
F	8.9	7.9	6.2	6.6	6.4	7.0	10.177	4	0.0376
G	5.2	6.3	3.2	5.7	4.4	5.0	15.694	4	0.0035

## X221 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL	2		
N=	3721	1878	700	1007	290	7596	X	DF	P
A	38.4	34.5	33.6	35.6	32.8	36.4	13.421	4	0.0094
B	24.0	28.2	30.6	30.7	26.9	26.6	29.939	4	0.0001
C	47.9	42.4	43.0	42.5	33.8	44.8	36.065	4	0.0001
D	66.2	60.0	61.3	50.7	37.2	61.1	156.429	4	0.0001
E	24.6	25.5	25.3	21.7	14.8	24.1	20.075	4	0.0005
F	6.0	7.1	7.4	8.9	13.3	7.1	29.013	4	0.0001
G	4.6	5.2	4.0	4.6	9.3	4.9	14.526	4	0.0058

X222 -- TIMES REGULARLY LISTEN TO WEEKEND RADIO

WHEN DID YOU REGULARLY LISTEN TO THE RADIO DURING THE WEEKEND-SATURDAYS AND SUNDAYS?

- A MORNINGS - 6 AM TO 10 AM
- B DAYTIME - 10 AM TO 3 PM
- C LATE AFTERNOON - 3 PM TO 7 PM
- D EVENINGS - 7 PM TO MIDNIGHT
- E OVERNIGHT - MIDNIGHT TO 6 AM
- F I DIDN'T REGULARLY LISTEN TO THE RADIO DURING THE WEEKEND
- G IMPUTED: DIDN'T REGULARLY LISTEN TO RADIO, VALID SKIP

SURVEY ITEMS #: A146 B146 C146 D119 TOTAL NPS SURVEYED IS 7,875

X222 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL	2		
N=	880	1299	1867	4046	X	DF	P
A	25.8	26.1	28.0	26.9	2.147	2	0.3419
B	44.3	41.7	42.8	42.8	1.531	2	0.4651
C	45.5	46.0	45.6	45.7	0.083	2	0.9596
D	62.4	62.0	60.9	61.5	0.748	2	0.6880
E	30.1	28.8	30.3	29.8	0.861	2	0.6501
F	9.5	11.1	9.0	9.8	3.766	2	0.1521
G	4.0	5.7	5.8	5.4	4.268	2	0.1183

X222 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL	2		
N=	499	587	992	2078	X	DF	P
A	24.9	26.2	26.8	26.2	0.665	2	0.7173
B	39.9	42.4	43.6	42.4	1.832	2	0.4001
C	46.1	42.6	44.0	44.1	1.355	2	0.5078
D	58.1	56.7	62.8	60.0	6.597	2	0.0369
E	29.9	26.9	31.7	29.9	3.949	2	0.1388
F	13.1	10.8	9.3	10.6	4.933	2	0.0849
G	4.4	6.1	4.0	4.7	3.759	2	0.1526

## X222 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	1527	1664	1292	2077	1041	7601	X	DF	P
A	27.2	24.0	27.6	23.5	30.3	26.0	23.201	4	0.0001
B	41.5	38.5	39.2	40.9	43.5	40.6	8.336	4	0.0800
C	42.5	43.3	43.3	45.5	45.6	44.1	4.864	4	0.3016
D	59.6	59.1	57.7	60.8	54.7	58.8	11.803	4	0.0189
E	31.8	30.5	29.4	30.2	28.4	30.2	3.772	4	0.4377
F	8.6	8.7	9.3	9.6	11.7	9.4	8.570	4	0.0728
G	4.0	4.9	4.8	4.6	7.2	4.9	14.990	4	0.0047

## X222 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	1122	1124	1109	2003	1863	7221	X	DF	P
A	23.1	27.3	26.5	24.5	28.2	26.0	13.185	4	0.0104
B	36.5	38.9	43.1	40.9	41.3	40.4	12.214	4	0.0158
C	39.7	44.5	46.6	44.2	44.7	44.1	12.182	4	0.0160
D	52.3	56.5	59.2	59.8	62.5	58.7	33.112	4	0.0001
E	28.1	31.9	32.4	30.0	29.6	30.2	6.731	4	0.1508
F	12.5	10.4	8.7	8.7	8.3	9.4	18.024	4	0.0012
G	5.2	6.3	3.2	5.7	4.4	5.0	15.834	4	0.0033

## X222 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL	2		
N=	3710	1873	698	1003	289	7573	X	DF	P
A	28.2	24.8	26.7	21.3	21.1	26.0	25.816	4	0.0001
B	42.9	38.6	39.5	38.5	31.8	40.5	22.320	4	0.0002
C	46.8	40.6	45.1	43.1	32.5	44.1	36.714	4	0.0001
D	62.8	58.3	58.7	51.9	36.0	58.8	106.018	4	0.0001
E	32.3	31.0	31.8	24.2	16.3	30.2	52.631	4	0.0001
F	8.0	9.1	9.5	13.3	18.1	9.5	51.953	4	0.0001
G	4.6	5.2	4.0	4.6	9.3	4.9	14.538	4	0.0058

X691 -- AVERAGE NUMBER HRS/WK LISTENING TO RADIO

WHAT WAS THE AVERAGE NUMBER OF HOURS PER WEEK THAT YOU  
SPENT LISTENING TO RADIO? (MARK ONLY ONE)

- 1 2 HOURS OR LESS PER WEEK
- 2 3 TO 5 HOURS PER WEEK
- 3 6 TO 10 HOURS PER WEEK
- 4 11 TO 15 HOURS PER WEEK
- 5 16 TO 20 HOURS PER WEEK
- 6 MORE THAN 20 HOURS PER WEEK
- 8 DIDN'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A147 B147 C147 D120 TOTAL NPS SURVEYED IS 7,875

X691 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	878	1304	1866	4048
1	4.7	5.9	4.6	5.0
2	15.5	15.0	13.1	14.2
3	19.9	20.5	19.9	20.1
4	16.7	14.0	14.4	14.8
5	13.6	11.9	13.8	13.1
6	25.6	27.1	28.4	27.4
8	4.0	5.7	5.8	5.4
TOTAL	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	17.127	12	0.1449

X691 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	500	587	996	2083
1	4.6	5.3	6.0	5.5
2	19.0	15.7	14.2	15.8
3	22.6	17.6	19.8	19.8
4	12.8	14.5	15.2	14.4
5	11.8	11.4	13.5	12.5
6	24.8	29.5	27.4	27.4
8	4.4	6.1	4.0	4.7
TOTAL	100.0	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	18.300	12	0.1069

X691 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1528	1663	1290	2076	1044	7601
1	6.0	6.5	5.6	5.0	6.3	5.8
2	15.1	12.9	15.2	14.0	15.1	14.3
3	18.5	17.8	18.8	20.8	18.7	19.1
4	13.2	15.9	14.3	15.1	12.6	14.5
5	12.6	12.9	13.8	12.5	12.3	12.8
6	30.6	29.1	27.4	28.0	27.8	28.6
8	4.0	4.9	4.8	4.6	7.2	4.9
TOTAL	100.0	100.0	99.9	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	39.895	24	0.0220

X691 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1124	1125	1105	2006	1866	7226
1	7.9	6.3	5.4	5.2	5.3	5.9
2	17.4	14.6	13.6	14.4	12.8	14.3
3	17.3	17.2	20.0	20.2	19.1	19.0
4	13.3	16.2	13.7	14.3	14.8	14.5
5	12.0	11.4	14.1	12.4	13.7	12.8
6	27.1	28.0	30.1	27.8	29.9	28.6
8	5.2	6.3	3.2	5.7	4.4	5.0
TOTAL	100.2	100.0	100.1	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	55.943	24	0.0002

X691 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3714	1869	699	1000	291	7573
1	4.3	6.3	6.4	8.8	11.3	5.8
2	13.1	13.5	15.3	17.7	22.0	14.4
3	19.8	18.7	17.5	18.3	18.9	19.1
4	15.4	13.8	13.5	13.5	12.4	14.4
5	13.1	13.2	12.9	12.3	7.9	12.8
6	29.7	29.4	30.5	24.8	18.2	28.6
8	4.6	5.2	4.0	4.6	9.3	4.9
TOTAL	100.0	100.1	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	117.058	24	0.0001



T276 -- TIME ZONE LIVING AT CONTRACTING

WHAT TIME ZONE DID YOU LIVE IN WHEN YOU SIGNED YOUR CONTRACT?

- 1 EASTERN
- 2 CENTRAL
- 3 MOUNTAIN
- 4 PACIFIC
- 5 OTHER TIME ZONE (E.G., ALASKA)
- 8 I DON'T KNOW

SURVEY ITEMS #: A149 B149 C149 D122 TOTAL NPS SURVEYED IS 7,875

T276 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	878	1308	1870	4056
1	46.5	42.0	45.7	44.7
2	34.5	32.7	30.8	32.2
3	5.0	7.0	5.7	6.0
4	8.7	12.7	12.3	11.6
5	.6	.9	.6	.7
8	4.8	4.7	4.9	4.8
TOTAL	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	19.352	10	0.0360

T276 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	499	592	993	2084
1	45.5	39.2	44.5	43.2
2	32.7	34.8	30.2	32.1
3	6.8	5.4	6.8	6.4
4	10.4	14.2	12.9	12.7
5	1.2	1.2	.9	1.1
8	3.4	5.2	4.7	4.6
TOTAL	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	12.562	10	0.2492

## T276 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1533	1655	1301	2077	1049	7615
1	89.9	69.4	4.2	32.6	1.7	43.0
2	2.0	18.1	71.5	55.5	2.0	32.0
3	.2	.9	14.4	1.3	15.5	5.2
4	1.0	3.1	1.8	1.5	71.7	11.5
5	.7	.2	.1	.1	3.1	.7
8	6.3	8.2	8.0	9.1	6.0	7.7
TOTAL	100.1	99.9	100.0	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	8388.479	20	0.0001

## T276 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1138	1134	1113	2015	1869	7269
1	37.7	39.2	47.7	44.2	44.4	43.0
2	28.9	30.9	27.9	32.7	35.4	31.8
3	6.7	6.0	4.3	4.5	5.2	5.2
4	18.3	15.6	12.8	9.5	7.0	11.7
5	1.0	.7	.8	.6	.4	.7
8	7.5	7.6	6.5	8.4	7.6	7.6
TOTAL	100.1	100.0	100.0	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	154.341	20	0.0001

## T276 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3725	1878	690	999	296	7588
1	45.4	42.7	35.8	41.7	37.8	43.1
2	31.3	31.3	35.1	32.3	36.5	32.0
3	5.1	5.5	4.4	4.7	8.1	5.2
4	10.7	12.5	10.7	13.3	11.2	11.5
5	.5	.6	1.3	.4	1.0	.6
8	7.0	7.5	12.8	7.5	5.4	7.7
TOTAL	100.0	100.1	100.1	99.9	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	69.819	20	0.0001

X690 -- AVERAGE NUMBER HRS/WK WATCHED TV

WHAT WAS THE AVERAGE NUMBER OF HOURS PER WEEK THAT YOU SPENT WATCHING TELEVISION?

- 1 2 HOURS OR LESS PER WEEK
- 2 3 TO 5 HOURS PER WEEK
- 3 6 TO 10 HOURS PER WEEK
- 4 11 TO 15 HOURS PER WEEK
- 5 16 TO 20 HOURS PER WEEK
- 6 MORE THAN 20 HOURS PER WEEK
- 7 I DIDN'T WATCH ANY TELEVISION

SURVEY ITEMS #: A150 B150 C150 D123 TOTAL NPS SURVEYED IS 7,875

X690 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	869	1303	1864	4036
1	5.6	6.8	6.3	6.3
2	21.1	21.8	18.8	20.3
3	26.6	25.3	26.5	26.1
4	19.5	16.0	16.5	17.0
5	12.0	11.6	12.8	12.2
6	12.7	15.7	15.5	14.9
7	2.7	2.8	3.5	3.1
TOTAL	100.2	100.0	99.9	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	16.255	12	0.1798

X690 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	498	592	985	2075
1	7.4	6.4	6.4	6.7
2	23.1	18.9	21.0	20.9
3	23.1	29.1	27.5	26.9
4	17.7	14.2	16.8	16.2
5	13.3	12.2	10.8	11.8
6	14.3	16.1	14.5	14.9
7	1.2	3.2	3.1	2.7
TOTAL	100.1	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	16.846	12	0.1555

## X690 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1512	1648	1281	2063	1041	7545
1	7.1	5.9	6.0	8.2	8.9	7.2
2	21.8	19.5	20.3	21.8	23.8	21.3
3	25.6	25.3	23.3	27.3	25.2	25.6
4	15.9	16.1	17.5	14.7	15.2	15.8
5	12.1	11.6	12.1	11.0	10.6	11.5
6	14.6	18.6	16.9	12.8	12.1	15.0
7	3.0	3.0	3.9	4.3	4.2	3.7
TOTAL	100.1	100.0	100.0	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	69.164	24	0.0001

## X690 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1116	1120	1102	2007	1862	7207
1	8.9	6.7	7.4	6.4	7.3	7.2
2	21.2	21.6	22.3	20.2	21.3	21.2
3	22.9	24.0	26.6	26.9	26.5	25.7
4	15.7	14.6	16.9	16.3	15.5	15.8
5	11.4	13.0	9.1	12.1	11.1	11.4
6	15.4	16.1	13.8	15.0	14.5	14.9
7	4.6	4.0	3.9	3.1	3.8	3.8
TOTAL	100.1	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	32.632	24	0.1121

## X690 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3702	1852	687	985	295	7521
1	6.4	7.9	9.5	7.5	6.8	7.2
2	19.9	23.2	25.3	21.8	17.6	21.3
3	26.1	25.0	23.3	26.3	24.4	25.5
4	16.1	14.9	14.6	17.3	17.0	15.8
5	11.5	10.9	10.8	11.8	13.9	11.4
6	16.5	13.6	13.7	12.3	17.3	15.0
7	3.6	4.5	2.9	3.1	3.1	3.7
TOTAL	100.1	100.0	100.1	100.1	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	52.941	24	0.0006

X232 -- TIMES REGULARLY WATCH WEEKDAY TV

WHEN DID YOU REGULARLY WATCH TV DURING THE WEEK-MONDAYS THROUGH FRIDAYS?

- A MORNINGS - 6 AM TO 9 AM
- B DAYTIME - 9 AM TO 4 PM
- C LATE AFTERNOON - 4 PM TO 8 PM
- D PRIME TIME - 8 PM TO 11 PM
- E LATE NIGHT - 11 PM TO 1 AM
- F OVERNIGHT - 1 AM TO 6 AM
- G I DIDN'T REGULARLY WATCH TV DURING THE WEEK
- H IMPUTED: DIDN'T WATCH ANY TV

SURVEY ITEMS #: A151 B151 C151 D124 TOTAL NPS SURVEYED IS 7,875

X232 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL	2		
N=	878	1302	1864	4044	X	DF	P
A	7.6	8.6	9.6	8.9	3.026	2	0.2203
B	16.2	16.4	15.2	15.8	0.930	2	0.6280
C	32.7	35.6	36.1	35.2	3.207	2	0.2012
D	62.6	62.0	60.8	61.6	1.008	2	0.6042
E	35.5	33.6	31.2	32.9	5.454	2	0.0654
F	7.4	7.4	7.1	7.3	0.139	2	0.9330
G	8.0	8.0	8.2	8.1	0.060	2	0.9705
H	2.6	2.8	3.5	3.1	2.155	2	0.3404

X232 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL	2		
N=	500	590	990	2080	X	DF	P
A	9.2	9.3	7.8	8.6	1.474	2	0.4786
B	18.6	17.0	16.9	17.3	0.770	2	0.6805
C	33.0	32.2	32.0	32.3	0.150	2	0.9278
D	63.2	56.6	60.2	59.9	4.963	2	0.0836
E	35.0	31.4	34.9	33.9	2.372	2	0.3055
F	8.2	8.0	7.1	7.6	0.764	2	0.6824
G	7.2	8.2	8.8	8.3	1.148	2	0.5634
H	1.2	3.2	3.0	2.6	5.385	2	0.0677

## X232 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	1521	1648	1287	2067	1046	7569	X	DF	P
A	9.1	10.4	9.6	8.9	8.6	9.3	3.600	4	0.4629
B	18.2	20.1	21.4	20.0	16.4	19.4	11.583	4	0.0207
C	33.7	35.4	33.2	30.6	34.6	33.2	11.007	4	0.0265
D	56.7	60.9	59.2	55.0	59.1	57.9	15.951	4	0.0031
E	36.6	30.8	29.8	32.1	25.3	31.4	39.479	4	0.0001
F	8.3	8.9	5.4	8.0	5.2	7.4	22.843	4	0.0001
G	7.4	6.7	7.3	8.3	8.0	7.6	3.653	4	0.4550
H	3.0	3.0	3.9	4.3	4.2	3.7	7.842	4	0.0975

## X232 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	1126	1121	1107	2012	1865	7231	X	DF	P
A	9.2	10.4	7.9	9.8	8.5	9.2	6.475	4	0.1664
B	19.8	22.0	19.5	20.9	16.1	19.4	20.955	4	0.0003
C	30.6	35.8	32.3	34.0	32.6	33.1	7.914	4	0.0948
D	55.6	56.4	56.6	59.1	59.7	57.9	7.946	4	0.0936
E	34.2	35.2	31.6	30.9	27.4	31.3	26.216	4	0.0001
F	8.5	9.6	8.0	7.1	5.4	7.4	21.802	4	0.0002
G	7.8	6.0	8.1	7.6	8.0	7.6	4.697	4	0.3198
H	4.5	4.0	3.9	3.1	3.8	3.8	4.661	4	0.3239

## X232 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL	2		
N=	3698	1860	689	997	297	7541	X	DF	P
A	10.1	8.8	6.7	8.8	10.4	9.3	9.560	4	0.0485
B	18.3	20.4	20.3	21.7	15.8	19.4	10.027	4	0.0400
C	36.3	32.2	28.9	28.5	26.9	33.2	38.330	4	0.0001
D	60.3	55.1	54.0	55.8	62.6	57.9	24.041	4	0.0001
E	31.7	30.1	33.4	31.7	30.3	31.4	3.203	4	0.5245
F	7.6	7.1	7.0	7.5	8.4	7.4	1.057	4	0.9010
G	7.5	7.3	8.3	7.8	6.8	7.5	1.078	4	0.8978
H	3.6	4.5	2.9	3.0	3.0	3.7	6.624	4	0.1571

X233 -- TIMES REGULARLY WATCH WEEKEND TV

WHEN DID YOU REGULARLY WATCH TV DURING THE WEEKEND-SATURDAYS AND SUNDAYS?

- A MORNINGS - 6 AM TO NOON
- B DAYTIME - NOON TO 6 PM
- C EARLY EVENING - 6 PM TO 7 PM
- D EVENINGS - 7 PM TO 11 PM
- E LATE NIGHT - 11 PM TO 1 AM
- F OVERNIGHT - 1 AM TO 6 AM
- G I DIDN'T REGULARLY WATCH TV DURING THE WEEKEND
- H IMPUTED: DIDN'T WATCH ANY TV

SURVEY ITEMS #: A152 B152 C152 D125 TOTAL NPS SURVEYED IS 7,875

X233 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL		2	
N=	879	1298	1863	4040	X	DF	P
A	21.1	24.0	24.9	23.7	4.830	2	0.0893
B	29.5	32.1	28.7	30.0	4.499	2	0.1055
C	19.8	18.3	19.5	19.2	1.079	2	0.5829
D	37.8	39.5	42.8	40.6	7.486	2	0.0237
E	34.1	33.3	37.0	35.2	5.291	2	0.0710
F	12.5	11.6	13.7	12.8	3.179	2	0.2040
G	19.5	18.0	15.8	17.3	6.334	2	0.0421
H	2.6	2.9	3.5	3.1	2.151	2	0.3412

X233 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL		2	
N=	499	590	989	2078	X	DF	P
A	21.8	23.9	22.6	22.8	0.698	2	0.7052
B	30.1	28.5	29.7	29.5	0.396	2	0.8203
C	18.8	17.6	18.8	18.5	0.397	2	0.8198
D	42.3	39.8	37.2	39.2	3.735	2	0.1545
E	33.7	36.8	32.7	34.1	2.841	2	0.2416
F	14.0	11.2	11.1	11.8	3.019	2	0.2211
G	16.5	15.6	18.6	17.2	2.713	2	0.2576
H	1.2	3.2	3.0	2.7	5.367	2	0.0683

X233 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	1523	1647	1286	2063	1042	7561	X	DF	P
A	25.3	27.8	24.7	21.4	27.3	25.0	24.015	4	0.0001
B	27.6	29.9	31.0	27.2	24.4	28.1	16.094	4	0.0029
C	18.7	19.4	19.8	17.6	18.1	18.7	3.386	4	0.4954
D	38.9	41.8	38.8	36.5	38.8	38.9	10.974	4	0.0269
E	36.0	35.4	30.6	33.5	26.3	32.9	35.260	4	0.0001
F	13.1	14.5	10.6	12.6	7.7	12.1	32.569	4	0.0001
G	17.1	14.4	16.4	18.1	20.2	17.1	17.353	4	0.0017
H	3.0	3.0	3.9	4.3	4.2	3.7	7.960	4	0.0930

X233 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	1125	1122	1111	2006	1867	7231	X	DF	P
A	23.9	24.4	23.6	26.1	24.8	24.8	3.326	4	0.5049
B	29.4	30.1	27.5	28.3	25.9	28.0	7.892	4	0.0956
C	20.0	18.9	16.9	19.6	17.5	18.6	6.342	4	0.1750
D	39.8	39.0	36.2	39.0	40.1	39.0	4.913	4	0.2964
E	29.1	34.3	33.7	35.2	30.5	32.7	18.216	4	0.0011
F	12.4	13.9	12.9	12.2	10.0	12.0	11.836	4	0.0186
G	16.3	15.9	17.2	17.0	18.6	17.2	4.736	4	0.3155
H	4.5	4.0	3.9	3.1	3.8	3.8	4.587	4	0.3324

X233 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL	2		
N=	3692	1858	689	997	297	7533	X	DF	P
A	27.0	24.7	23.2	21.3	17.2	24.9	26.105	4	0.0001
B	28.9	25.6	26.0	30.3	30.3	28.1	11.451	4	0.0219
C	20.0	16.7	16.3	18.5	20.2	18.7	12.373	4	0.0148
D	40.8	36.0	34.8	36.9	48.5	38.8	30.285	4	0.0001
E	35.5	30.8	31.4	28.8	31.7	32.9	23.090	4	0.0001
F	13.3	11.4	10.5	9.4	14.1	12.1	15.236	4	0.0042
G	16.4	18.0	18.3	18.8	10.9	17.1	13.079	4	0.0109
H	3.6	4.5	2.9	3.0	3.0	3.7	6.649	4	0.1557



T692 -- AVERAGE DAYS/WK READING A NEWSPAPER

HOW MANY DAYS PER WEEK ON THE AVERAGE DID YOU READ A  
NEWSPAPER?

- 1 I DIDN'T READ NEWSPAPERS
- 2 7 DAYS PER WEEK
- 3 6 DAYS PER WEEK
- 4 5 DAYS PER WEEK
- 5 4 DAYS PER WEEK
- 6 3 DAYS PER WEEK
- 7 2 DAYS PER WEEK
- 8 1 DAY PER WEEK (EXCLUDING SUNDAY)
- 9 SUNDAY ONLY

SURVEY ITEMS #: A156 B156 C156 D129 TOTAL NPS SURVEYED IS 7,875

T692 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	860	1275	1821	3956
1	11.4	10.9	13.0	12.0
2	25.1	26.7	24.3	25.3
3	9.0	7.8	7.3	7.8
4	9.4	10.6	9.9	10.0
5	10.7	7.5	8.8	8.8
6	11.4	12.4	12.0	12.0
7	8.8	10.1	10.6	10.1
8	8.0	6.8	6.8	7.1
9	6.2	7.1	7.3	7.0
TOTAL	100.0	99.9	100.0	100.1

STATISTIC  
CHISQUARE

VALUE  
18.172

D.F.  
16

PROB.  
0.3139

T692 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	491	572	979	2042
1	10.6	12.9	11.5	11.7
2	29.1	23.6	24.6	25.4
3	8.2	5.2	9.5	8.0
4	10.4	10.8	10.7	10.7
5	8.8	8.0	9.3	8.8
6	12.2	12.8	11.9	12.2
7	8.6	11.5	9.2	9.7
8	6.3	6.8	7.4	7.0
9	5.9	8.2	5.9	6.6
TOTAL	100.1	99.8	100.0	100.1

STATISTIC  
CHISQUARE

VALUE  
20.850

D.F.  
16

PROB.  
0.1843

T692 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1497	1600	1260	2043	1025	7425
1	10.5	13.8	15.6	12.5	14.7	13.2
2	27.0	20.0	20.3	23.8	22.4	22.8
3	9.6	5.3	5.5	7.6	7.0	7.1
4	11.4	7.8	7.9	9.4	10.1	9.3
5	9.7	9.6	7.2	8.8	8.6	8.9
6	11.5	13.3	14.4	11.9	11.4	12.5
7	8.0	13.0	11.4	10.6	10.4	10.7
8	5.7	9.2	8.0	8.5	9.2	8.1
9	6.8	8.1	9.6	6.9	6.2	7.5
TOTAL	100.2	100.1	99.9	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	139.416	32	0.0001

T692 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1122	1129	1092	2007	1852	7202
1	14.1	12.2	12.3	12.5	14.9	13.3
2	28.0	24.8	25.4	21.2	19.2	22.9
3	4.6	6.6	6.7	8.5	7.4	7.0
4	9.7	10.0	9.5	9.2	8.8	9.3
5	9.0	9.8	9.3	8.7	8.3	8.9
6	12.8	12.5	12.6	13.5	10.6	12.3
7	8.4	11.1	9.2	11.0	12.6	10.7
8	6.6	5.5	6.5	8.4	10.6	8.0
9	6.9	7.4	8.7	7.0	7.6	7.5
TOTAL	100.1	99.9	100.2	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	114.452	32	0.0001

T692 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3619	1831	674	979	294	7397
1	13.6	14.6	13.5	10.4	7.8	13.2
2	21.9	20.8	22.7	25.9	37.1	22.8
3	7.5	6.5	7.3	6.8	6.1	7.1
4	8.9	8.9	9.2	11.0	10.5	9.3
5	8.9	8.6	9.1	9.6	7.1	8.9
6	13.2	12.2	12.5	11.3	9.2	12.5
7	10.9	11.0	11.0	10.3	7.5	10.7
8	7.7	8.8	8.6	8.0	6.8	8.1
9	7.3	8.6	6.2	6.5	7.8	7.5
TOTAL	99.9	100.0	100.1	99.8	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	76.456	32	0.0001

X693 -- AVERAGE HOURS/WK READING MAGAZINES

HOW MANY HOURS PER WEEK ON THE AVERAGE DID YOU SPEND  
READING MAGAZINES?

- 1 2 HOURS OR LESS PER WEEK
- 2 3 TO 5 HOURS PER WEEK
- 3 6 TO 8 HOURS PER WEEK
- 4 9 TO 12 HOURS PER WEEK
- 5 13 TO 15 HOURS PER WEEK
- 6 MORE THAN 15 HOURS PER WEEK
- 7 I DIDN'T READ MAGAZINES

SURVEY ITEMS #: A157 B157 C157 D130 TOTAL NPS SURVEYED IS 7,875

X693 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	812	1207	1728	3747
1	43.6	45.6	41.1	43.1
2	27.1	28.4	25.8	26.9
3	9.4	9.3	9.2	9.3
4	2.8	3.4	3.7	3.4
5	.9	1.1	1.6	1.3
6	2.0	1.0	2.0	1.7
7	14.3	11.3	16.6	14.4
TOTAL	100.1	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	28.680	12	0.0044

X693 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	461	537	926	1924
1	41.0	43.4	43.0	42.6
2	31.5	24.8	26.7	27.3
3	9.5	8.4	10.6	9.7
4	3.3	3.2	2.9	3.1
5	1.3	1.7	1.1	1.3
6	1.1	.9	2.3	1.6
7	12.4	17.7	13.5	14.4
TOTAL	100.1	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	18.183	12	0.1102

X693 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1403	1480	1169	1891	957	6900
1	44.6	45.7	39.0	43.2	44.1	43.4
2	26.2	24.8	25.1	25.9	24.4	25.4
3	9.0	8.2	9.3	7.9	9.7	8.7
4	2.8	3.5	2.9	3.0	2.7	3.0
5	1.4	1.2	1.9	.7	.8	1.2
6	2.1	1.4	1.1	1.3	1.0	1.4
7	13.9	15.2	20.7	18.1	17.2	17.0
TOTAL	100.0	100.0	100.0	100.1	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	52.586	24	0.0006

X693 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1025	1044	1012	1880	1745	6706
1	41.8	44.4	43.9	43.0	43.0	43.2
2	24.7	24.6	25.4	25.5	25.9	25.3
3	9.7	8.8	9.0	8.4	8.2	8.7
4	3.4	3.7	3.4	2.6	2.9	3.1
5	1.2	1.2	.9	1.4	1.2	1.2
6	1.8	1.1	1.7	1.4	1.3	1.4
7	17.6	16.2	15.8	17.7	17.5	17.1
TOTAL	100.2	100.0	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	13.156	24	0.9634

X693 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3405	1691	616	888	274	6874
1	43.9	42.2	47.4	41.3	42.7	43.4
2	25.2	24.7	23.5	27.4	29.9	25.4
3	8.3	8.5	8.3	10.6	9.1	8.7
4	2.8	3.2	2.8	2.8	5.5	3.0
5	1.1	1.1	.7	1.6	2.2	1.2
6	1.4	1.4	.7	1.4	3.7	1.4
7	17.4	18.9	16.7	15.0	6.9	17.0
TOTAL	100.1	100.0	100.1	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	60.127	24	0.0001



X225 -- LISTEN TO RADIO PRGM:KING BISCUIT FLR HR

DID YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

KING BISCUIT HOUR

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 7,875

X225 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	775	1149	1647	3571
1	3.5	4.5	3.7	3.9
2	13.4	13.5	11.6	12.6
3	9.9	9.6	7.9	8.9
4	68.7	66.0	70.3	68.5
8	4.5	6.4	6.6	6.1
TOTAL	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	13.293	8	0.1022

X225 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	446	511	884	1841
1	4.0	3.7	4.4	4.1
2	12.8	14.3	14.8	14.2
3	11.4	8.2	10.0	9.8
4	66.8	66.7	66.3	66.5
8	4.9	7.1	4.5	5.3
TOTAL	99.9	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	7.844	8	0.4489

## X225 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1344	1422	1126	1800	895	6587
1	4.1	2.9	4.7	5.8	3.4	4.3
2	13.1	6.5	11.6	11.6	7.4	10.2
3	7.3	4.7	8.4	7.5	7.0	6.9
4	71.0	80.2	69.9	69.8	73.9	72.9
8	4.5	5.7	5.5	5.3	8.4	5.7
TOTAL	100.0	100.0	100.1	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	106.177	16	0.0001

## X225 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	979	970	962	1772	1609	6292
1	3.7	2.9	6.2	3.8	4.7	4.3
2	9.8	8.8	15.2	9.0	10.3	10.4
3	7.5	6.8	8.3	6.4	6.7	7.0
4	73.1	74.2	66.6	74.3	73.3	72.7
8	5.9	7.3	3.6	6.5	5.1	5.7
TOTAL	100.0	100.0	99.9	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	67.180	16	0.0001

## X225 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3224	1590	597	895	255	6561
1	4.4	4.4	5.0	4.3	1.2	4.3
2	8.7	10.9	12.1	12.9	12.2	10.2
3	5.9	6.4	7.2	11.2	8.6	7.0
4	75.7	72.2	71.0	66.6	67.5	72.8
8	5.3	6.1	4.7	5.1	10.6	5.6
TOTAL	100.0	100.0	100.0	100.1	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	77.059	16	0.0001

X673 -- LISTEN TO RADIO PRGM:ROCK QUIZ/STAR QUIZ

DID YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

ROCK QUIZ/STAR QUIZ

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 7,875

X673 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	747	1103	1599	3449
1	2.0	2.4	1.9	2.1
2	8.7	8.1	7.4	7.9
3	6.0	7.9	6.1	6.6
4	78.6	75.0	77.9	77.1
8	4.7	6.7	6.8	6.3
TOTAL	100.0	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	10.657	8	0.2219

X673 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	429	494	855	1778
1	2.1	3.0	1.9	2.3
2	8.6	8.5	7.6	8.1
3	7.5	5.5	7.5	6.9
4	76.7	75.7	78.4	77.2
8	5.1	7.3	4.7	5.5
TOTAL	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	8.863	8	0.3540

## X673 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1292	1395	1086	1745	872	6390
1	2.1	2.3	2.2	2.5	2.2	2.3
2	8.1	7.5	7.8	7.3	6.3	7.5
3	6.1	6.2	6.9	7.1	6.7	6.6
4	79.0	78.2	77.4	77.7	76.3	77.8
8	4.7	5.8	5.7	5.4	8.6	5.9
TOTAL	100.0	100.0	100.0	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	19.813	16	0.2288

## X673 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	946	948	930	1724	1549	6097
1	2.3	2.0	2.4	2.2	2.4	2.3
2	6.0	7.7	7.3	7.4	8.8	7.6
3	5.5	6.9	5.9	7.1	7.0	6.6
4	80.0	76.0	80.7	76.7	76.6	77.7
8	6.1	7.5	3.8	6.7	5.3	5.9
TOTAL	99.9	100.1	100.1	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	26.619	16	0.0459

## X673 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3141	1531	576	866	251	6365
1	2.1	2.4	2.8	2.2	2.0	2.3
2	7.6	7.1	8.7	7.2	6.0	7.5
3	6.1	6.8	7.8	7.0	7.6	6.6
4	78.7	77.4	75.9	78.3	73.7	77.9
8	5.5	6.3	4.9	5.3	10.8	5.8
TOTAL	100.0	100.0	100.1	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	21.224	16	0.1700

X674 -- LISTEN TO RADIO PRGM: COAST-TO-COAST

DID YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

COAST-TO-COAST

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 7,875

X674 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	768	1141	1631	3540
1	8.3	8.9	7.7	8.2
2	18.1	21.3	19.6	19.8
3	11.6	11.8	10.9	11.3
4	57.4	51.5	55.2	54.5
8	4.6	6.5	6.6	6.1
TOTAL	100.0	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	11.327	8	0.1839

X674 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	438	506	875	1819
1	7.1	8.1	8.2	7.9
2	19.0	23.7	20.2	20.9
3	12.1	10.3	12.8	11.9
4	56.9	50.8	54.2	53.9
8	5.0	7.1	4.6	5.4
TOTAL	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	10.769	8	0.2151

## X674 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1328	1443	1120	1789	890	6570
1	6.9	14.7	9.6	7.8	5.2	9.1
2	20.8	22.7	19.0	18.3	15.5	19.5
3	10.8	9.7	10.7	12.1	10.1	10.8
4	57.0	47.3	55.1	56.4	60.8	54.9
8	4.6	5.6	5.5	5.3	8.4	5.7
TOTAL	100.1	100.0	99.9	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	135.942	16	0.0001

## X674 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	986	972	960	1769	1588	6275
1	8.6	9.6	6.9	9.6	10.1	9.2
2	19.6	20.0	21.8	19.2	17.6	19.4
3	11.8	7.9	12.7	10.1	11.4	10.8
4	54.2	55.3	55.0	54.6	55.7	55.0
8	5.9	7.3	3.7	6.5	5.2	5.8
TOTAL	100.1	100.1	100.1	100.0	100.0	100.2

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	41.057	16	0.0005

## X674 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3225	1583	596	889	252	6545
1	9.8	9.5	9.6	6.9	4.0	9.1
2	19.5	18.5	22.7	20.6	17.5	19.6
3	10.1	11.2	11.1	11.6	14.3	10.8
4	55.3	54.6	52.0	55.8	53.6	54.8
8	5.3	6.1	4.7	5.2	10.7	5.7
TOTAL	100.0	99.9	100.1	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	39.436	16	0.0009

X675 -- LISTEN TO RADIO PRGM:WALT LOVE'S COUNTDN

DID YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

WALT LOVE'S COUNTDOWN

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 7,875

X675 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	742	1096	1582	3420
1	2.7	1.6	2.0	2.0
2	3.2	2.3	3.5	3.0
3	3.5	2.7	1.9	2.5
4	85.9	86.8	85.8	86.1
8	4.7	6.8	6.8	6.4
TOTAL	100.0	100.2	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	15.498	8	0.0501

X675 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	426	487	851	1764
1	1.9	1.9	2.4	2.1
2	2.4	4.1	3.1	3.2
3	2.4	2.3	2.7	2.5
4	88.3	84.4	87.2	86.7
8	5.2	7.4	4.7	5.6
TOTAL	100.2	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	7.721	8	0.4612

## X675 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1287	1387	1080	1741	866	6361
1	3.3	4.7	3.3	2.1	1.2	3.0
2	4.6	6.1	3.3	4.4	2.9	4.4
3	3.2	3.2	2.8	2.8	2.8	3.0
4	84.2	80.2	84.8	85.2	84.5	83.8
8	4.7	5.8	5.7	5.5	8.7	5.9
TOTAL	100.0	100.0	99.9	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	64.063	16	0.0001

## X675 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	954	941	926	1713	1536	6070
1	4.7	3.0	2.5	3.4	1.6	3.0
2	6.3	5.3	5.1	3.9	2.4	4.3
3	3.9	2.1	4.3	2.3	2.7	3.0
4	79.0	82.0	84.3	83.7	87.9	83.9
8	6.1	7.6	3.8	6.7	5.3	6.0
TOTAL	100.0	100.0	100.0	100.0	99.9	100.2

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	80.529	16	0.0001

## X675 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3115	1534	575	862	250	6336
1	3.1	3.3	3.1	1.9	3.2	3.0
2	4.1	4.8	3.7	5.0	6.8	4.4
3	2.7	3.2	4.5	2.4	2.8	3.0
4	84.6	82.4	83.8	85.4	76.4	83.8
8	5.5	6.3	4.9	5.3	10.8	5.8
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	32.119	16	0.0096



X228 -- LISTEN TO RADIO PRGM:ROCKLINE

DID YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

ROCKLINE

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 7,875

X228 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	777	1151	1647	3575
1	10.7	12.1	11.1	11.3
2	23.0	20.9	18.8	20.4
3	10.6	11.4	11.5	11.2
4	51.2	49.2	52.2	51.0
8	4.5	6.4	6.6	6.1
TOTAL	100.0	100.0	100.2	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	11.594	8	0.1702

X228 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	448	510	880	1838
1	10.0	11.6	11.1	11.0
2	21.4	19.8	22.6	21.6
3	13.6	10.2	10.0	10.9
4	50.0	51.4	51.7	51.2
8	4.9	7.1	4.6	5.3
TOTAL	99.9	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	9.822	8	0.2778

## X228 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1340	1420	1125	1810	903	6598
1	10.8	9.3	11.6	13.4	10.5	11.3
2	19.6	14.0	16.9	21.2	16.2	17.9
3	11.3	7.9	11.5	10.6	8.3	10.0
4	53.8	63.1	54.6	49.6	56.7	55.2
8	4.6	5.7	5.5	5.3	8.3	5.7
TOTAL	100.1	100.0	100.1	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	96.573	16	0.0001

## X228 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	982	977	979	1764	1601	6303
1	11.0	9.0	14.1	11.2	11.7	11.4
2	15.7	17.0	23.1	17.5	17.0	17.9
3	8.4	8.6	11.5	9.7	11.3	10.0
4	59.1	58.1	47.7	55.1	54.8	55.0
8	5.9	7.3	3.6	6.5	5.1	5.7
TOTAL	100.1	100.0	100.0	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	69.264	16	0.0001

## X228 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3250	1587	596	885	254	6572
1	11.8	12.4	11.4	9.3	4.7	11.3
2	17.7	17.7	20.3	19.3	11.8	17.9
3	10.3	9.5	10.4	10.2	9.1	10.0
4	55.0	54.4	53.2	56.1	63.8	55.2
8	5.3	6.1	4.7	5.2	10.6	5.6
TOTAL	100.1	100.1	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	42.593	16	0.0003

X227 -- LISTEN TO RADIO PRGM:METAL SHOP

DID YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

METAL SHOP

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 7,875

X227 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	783	1150	1651	3584
1	13.8	13.2	15.3	14.3
2	15.8	14.9	15.0	15.1
3	9.7	9.2	8.6	9.0
4	56.2	56.3	54.6	55.5
8	4.5	6.4	6.5	6.1
TOTAL	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	7.854	8	0.4479

X227 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	446	514	885	1845
1	13.5	14.2	13.8	13.8
2	12.3	16.2	15.1	14.7
3	9.6	7.6	10.4	9.4
4	59.6	55.1	56.2	56.7
8	4.9	7.0	4.5	5.3
TOTAL	99.9	100.1	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	10.294	8	0.2450

X227 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1344	1404	1114	1817	901	6580
1	15.5	8.9	13.5	15.4	15.5	13.7
2	16.2	9.1	11.7	14.5	12.2	12.9
3	10.3	6.4	6.7	7.8	7.6	7.8
4	53.4	69.9	62.6	57.1	56.4	59.9
8	4.5	5.8	5.6	5.2	8.3	5.7
TOTAL	99.9	100.1	100.1	100.0	100.0	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 134.756 16 0.0001

X227 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	958	981	970	1769	1611	6289
1	11.7	14.5	16.1	13.7	14.1	14.0
2	9.9	11.2	16.2	13.1	13.4	12.9
3	6.2	7.3	9.4	7.8	8.3	7.8
4	66.2	59.7	54.7	59.0	59.2	59.6
8	6.1	7.2	3.6	6.5	5.1	5.7
TOTAL	100.1	99.9	100.0	100.1	100.1	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 56.867 16 0.0001

X227 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3239	1601	594	874	247	6555
1	14.7	16.2	13.8	8.5	3.6	13.7
2	13.6	13.0	14.8	11.4	4.1	12.9
3	8.2	8.4	6.4	7.1	4.5	7.8
4	58.2	56.3	60.3	67.7	76.9	59.9
8	5.3	6.1	4.7	5.3	10.9	5.6
TOTAL	100.0	100.0	100.0	100.0	100.0	99.9

STATISTIC VALUE D.F. PROB.  
CHISQUARE 112.503 16 0.0001

X226 -- LISTEN TO RADIO PRGM:AMER TOP 40 CASEY K

DID YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

AMERICA'S TOP 40 (CASEY KASEM)

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 7,875

X226 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	836	1237	1774	3847
1	28.4	28.1	28.2	28.2
2	45.0	42.4	43.1	43.3
3	12.3	14.2	12.2	12.8
4	10.2	9.3	10.4	10.0
8	4.2	6.0	6.1	5.6
TOTAL	100.1	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	8.193	8	0.4148

X226 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	474	540	940	1954
1	27.0	28.3	26.2	27.0
2	42.6	41.1	45.4	43.6
3	13.7	11.7	13.8	13.2
4	12.0	12.2	10.3	11.3
8	4.6	6.7	4.3	5.0
TOTAL	99.9	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	9.106	8	0.3334

## X226 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1422	1557	1209	1966	972	7126
1	25.9	37.3	30.3	28.4	23.3	29.5
2	40.9	39.2	40.3	43.7	41.1	41.2
3	14.1	8.7	11.3	13.7	13.1	12.2
4	14.8	9.7	13.0	9.3	14.9	11.9
8	4.3	5.2	5.1	4.8	7.7	5.3
TOTAL	100.0	100.1	100.0	99.9	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	133.046	16	0.0001

## X226 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1043	1057	1025	1912	1759	6796
1	25.4	27.6	23.3	31.0	34.7	29.4
2	39.2	41.9	43.1	41.4	41.1	41.3
3	14.8	12.3	14.4	11.7	9.8	12.2
4	15.1	11.5	15.7	9.9	9.8	11.8
8	5.6	6.7	3.4	6.0	4.7	5.3
TOTAL	100.1	100.0	99.9	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	108.131	16	0.0001

## X226 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3525	1726	639	942	267	7099
1	32.0	29.7	29.7	21.0	22.1	29.4
2	41.7	39.5	41.2	43.8	39.0	41.3
3	11.5	12.1	13.2	14.1	13.9	12.2
4	10.0	13.1	11.6	16.1	15.0	11.9
8	4.9	5.6	4.4	4.9	10.1	5.2
TOTAL	100.1	100.0	100.1	99.9	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	88.453	16	0.0001

X671 -- LISTEN TO RADIO PRGM:OFF THE RECORD (MT)

DID YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

OFF THE RECORD (MARY TURNER)

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 7,875

X671 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	752	1102	1591	3445
1	3.5	4.2	3.7	3.8
2	10.5	8.4	8.1	8.7
3	7.7	8.4	5.8	7.0
4	73.7	72.4	75.7	74.2
8	4.7	6.7	6.8	6.3
TOTAL	100.1	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	16.399	8	0.0370

X671 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	431	484	852	1767
1	4.9	3.3	4.1	4.1
2	7.0	8.7	9.9	8.8
3	8.4	6.6	7.9	7.6
4	74.7	74.0	73.5	73.9
8	5.1	7.4	4.7	5.6
TOTAL	100.1	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	9.579	8	0.2958

## X671 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1297	1381	1089	1745	864	6376
1	3.6	3.4	4.0	3.8	4.2	3.7
2	8.3	6.5	7.5	8.9	7.6	7.9
3	6.9	5.4	6.2	6.7	7.3	6.5
4	76.6	78.9	76.6	75.2	72.2	76.1
8	4.7	5.9	5.7	5.4	8.7	5.9
TOTAL	100.1	100.1	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	29.842	16	0.0188

## X671 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	949	942	928	1726	1546	6091
1	4.5	3.0	3.9	4.1	3.2	3.7
2	6.2	7.2	8.7	7.5	9.2	7.9
3	6.4	5.4	5.6	6.3	7.6	6.4
4	76.7	76.9	78.0	75.5	74.7	76.1
8	6.1	7.5	3.8	6.7	5.3	5.9
TOTAL	99.9	100.0	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	34.699	16	0.0044

## X671 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3140	1517	576	866	252	6351
1	3.7	3.8	3.7	3.9	3.6	3.7
2	7.5	7.1	8.9	10.1	7.5	7.9
3	5.8	7.1	7.5	6.9	7.1	6.5
4	77.5	75.7	75.2	73.8	71.0	76.1
8	5.5	6.4	4.9	5.3	10.7	5.8
TOTAL	100.0	100.1	100.2	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	27.931	16	0.0322



X672 -- LISTEN TO RADIO PRGM: RICK DEES TOP 40

DID YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

RICK DEES TOP 40

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 7,875

X672 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	799	1191	1712	3702
1	19.8	19.7	20.4	20.0
2	26.4	27.7	26.8	27.0
3	11.0	11.0	10.9	11.0
4	38.4	35.4	35.6	36.1
8	4.4	6.2	6.3	5.9
TOTAL	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	5.862	8	0.6627

X672 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	459	522	915	1896
1	14.4	20.1	19.6	18.5
2	27.2	27.0	26.5	26.8
3	12.6	9.6	11.7	11.3
4	41.0	36.4	37.9	38.2
8	4.8	6.9	4.4	5.2
TOTAL	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	13.450	8	0.0973

## X672 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1358	1501	1163	1851	945	6818
1	16.5	24.7	20.6	17.6	18.2	19.5
2	23.3	26.8	25.7	24.0	27.3	25.2
3	10.8	9.3	9.2	12.5	12.0	10.8
4	44.9	33.8	39.1	40.7	34.6	38.9
8	4.5	5.4	5.3	5.1	7.9	5.5
TOTAL	100.0	100.0	99.9	99.9	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	92.815	16	0.0001

## X672 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1008	1014	978	1814	1685	6499
1	16.5	19.6	12.8	19.4	25.7	19.6
2	22.4	25.6	24.1	25.1	26.7	25.0
3	12.3	11.1	13.4	10.9	8.7	11.0
4	43.1	36.6	46.1	38.2	34.1	38.8
8	5.8	7.0	3.6	6.3	4.9	5.6
TOTAL	100.1	99.9	100.0	99.9	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	123.564	16	0.0001

## X672 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3392	1641	605	904	250	6792
1	22.6	19.9	20.5	10.1	8.0	19.5
2	26.5	24.0	23.1	26.3	18.0	25.3
3	10.6	9.9	11.6	13.5	8.8	10.8
4	35.3	40.3	40.2	45.0	54.4	38.9
8	5.1	5.9	4.6	5.1	10.8	5.5
TOTAL	100.1	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	145.943	16	0.0001

Y062 -- LISTEN TO RADIO PRGM:LIVE AT THE APOLLO

DID YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

LIVE AT THE APOLLO

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 7,875

Y062 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	750	1105	1599	3454
1	2.3	1.8	1.6	1.8
2	4.8	4.8	4.6	4.7
3	9.5	10.7	8.8	9.6
4	78.8	76.0	78.2	77.7
8	4.7	6.7	6.8	6.3
TOTAL	100.1	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	8.188	8	0.4153

Y062 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	431	497	857	1785
1	1.2	2.0	1.8	1.7
2	3.9	4.6	4.9	4.6
3	10.9	10.7	10.2	10.5
4	78.9	75.5	78.5	77.8
8	5.1	7.2	4.7	5.5
TOTAL	100.0	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	6.228	8	0.6217

## Y062 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1298	1390	1093	1730	871	6382
1	3.2	2.9	2.2	2.0	1.5	2.4
2	7.8	6.0	5.0	3.7	4.0	5.3
3	10.3	11.2	8.9	8.7	7.6	9.5
4	74.0	74.0	78.2	80.1	78.3	77.0
8	4.7	5.8	5.7	5.5	8.6	5.9
TOTAL	100.0	99.9	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	66.821	16	0.0001

## Y062 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	948	939	924	1734	1550	6095
1	3.5	3.3	1.6	2.5	1.7	2.4
2	6.9	4.1	6.1	5.5	4.4	5.3
3	10.0	9.1	10.2	8.7	9.8	9.5
4	73.5	76.0	78.4	76.6	78.8	76.9
8	6.1	7.6	3.8	6.6	5.3	5.9
TOTAL	100.0	100.1	100.1	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	42.782	16	0.0003

## Y062 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3134	1531	574	865	253	6357
1	2.0	3.3	3.0	2.0	2.8	2.4
2	5.7	4.1	5.9	5.3	6.3	5.3
3	9.5	8.9	10.1	9.9	10.3	9.5
4	77.4	77.5	76.1	77.5	70.0	77.0
8	5.5	6.3	4.9	5.3	10.7	5.8
TOTAL	100.1	100.1	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	31.275	16	0.0124

X678 -- LISTEN TO RADIO PRGM:ROCK OVER LONDON

DID YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

ROCK OVER LONDON

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 7,875

X678 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	757	1115	1609	3481
1	4.6	5.6	3.9	4.6
2	10.8	8.3	9.8	9.5
3	9.9	9.2	8.5	9.0
4	70.0	70.2	71.2	70.6
8	4.6	6.6	6.7	6.2
TOTAL	99.9	99.9	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	12.767	8	0.1201

X678 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	432	499	858	1789
1	3.5	5.4	5.7	5.1
2	11.8	8.2	11.4	10.6
3	9.5	7.6	9.9	9.2
4	70.1	71.5	68.3	69.7
8	5.1	7.2	4.7	5.5
TOTAL	100.0	99.9	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	13.055	8	0.1100

X678 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1328	1394	1090	1753	876	6441
1	6.9	4.2	2.6	3.2	5.5	4.4
2	12.9	7.3	7.3	6.7	8.8	8.5
3	9.6	7.4	8.2	8.6	8.6	8.5
4	66.0	75.3	76.3	76.1	68.6	72.9
8	4.6	5.8	5.7	5.4	8.6	5.8
TOTAL	100.0	100.0	100.1	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	111.724	16	0.0001

X678 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN.	RURAL	TOTAL
N=	948	944	955	1736	1573	6156
1	3.0	4.9	6.1	3.7	4.8	4.4
2	7.0	7.9	10.6	8.8	8.1	8.5
3	8.4	7.9	10.1	8.8	7.8	8.6
4	75.5	71.7	69.6	72.1	74.1	72.7
8	6.1	7.5	3.7	6.6	5.2	5.9
TOTAL	100.0	99.9	100.1	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	44.027	16	0.0002

X678 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3165	1554	581	869	248	6417
1	4.2	5.5	4.3	3.9	1.2	4.4
2	8.8	7.9	9.3	8.9	5.2	8.5
3	8.7	8.4	9.5	7.3	8.5	8.5
4	72.9	72.0	72.1	74.7	74.2	72.9
8	5.4	6.2	4.8	5.3	10.9	5.8
TOTAL	100.0	100.0	100.0	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	32.529	16	0.0085

X679 -- LISTEN TO RADIO PRGM:STREET BEAT (BR)

DID YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

STREET BEAT (BARNETT ROBBINS)

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 7,875

X679 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	738	1094	1584	3416
1	1.1	.9	1.1	1.1
2	3.4	2.7	2.8	2.9
3	5.7	5.4	4.2	4.9
4	85.1	84.2	85.0	84.8
8	4.7	6.8	6.8	6.4
TOTAL	100.0	100.0	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	7.927	8	0.4406

X679 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	429	484	840	1753
1	.2	1.2	1.2	1.0
2	1.6	3.7	3.8	3.3
3	4.2	5.6	5.1	5.0
4	88.8	82.0	85.1	85.2
8	5.1	7.4	4.8	5.6
TOTAL	99.9	99.9	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	14.056	8	0.0803

X679 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1293	1377	1082	1726	861	6339
1	3.5	2.9	1.9	1.7	1.2	2.3
2	4.4	5.1	3.0	3.7	3.7	4.0
3	6.0	6.8	5.6	5.0	5.5	5.7
4	81.4	79.4	83.8	84.1	81.0	82.1
8	4.7	5.9	5.7	5.5	8.7	5.9
TOTAL	100.0	100.1	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	48.090	16	0.0001

X679 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	942	934	925	1715	1541	6057
1	4.4	2.7	2.0	1.8	1.7	2.3
2	4.4	4.7	4.7	3.5	3.2	3.9
3	5.5	4.6	7.0	6.4	4.9	5.7
4	79.6	80.4	82.6	81.6	84.9	82.1
8	6.2	7.6	3.8	6.7	5.3	6.0
TOTAL	100.1	100.0	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	53.964	16	0.0001

X679 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3113	1519	572	861	249	6314
1	2.2	2.5	3.2	2.2	1.2	2.3
2	3.3	4.7	5.6	4.5	4.4	4.0
3	5.7	6.3	6.3	4.7	5.6	5.8
4	83.3	80.2	80.1	83.3	77.9	82.1
8	5.5	6.4	4.9	5.3	10.8	5.9
TOTAL	100.0	100.1	100.1	100.0	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	31.895	16	0.0103



X680 -- LISTEN TO RADIO PRGM:WESTWOOD ONE CONCERT

DID YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

WESTWOOD ONE'S IN CONCERT

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 7,875

X680 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	761	1112	1611	3484
1	6.3	6.7	7.1	6.8
2	12.4	12.1	9.9	11.1
3	6.2	5.9	6.3	6.1
4	70.6	68.6	70.0	69.7
8	4.6	6.7	6.7	6.2
TOTAL	100.1	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	9.281	8	0.3192

X680 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	437	491	858	1786
1	8.2	3.9	5.4	5.7
2	9.8	10.2	11.8	10.9
3	5.7	6.7	6.4	6.3
4	71.2	71.9	71.8	71.7
8	5.0	7.3	4.7	5.5
TOTAL	99.9	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	14.014	8	0.0814

X680 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1314	1390	1092	1761	877	6434
1	8.2	5.4	6.1	7.0	4.7	6.4
2	10.3	7.8	8.3	9.1	9.8	9.0
3	5.8	5.0	5.4	5.4	7.5	5.7
4	71.1	76.0	74.5	73.1	69.4	73.1
8	4.6	5.8	5.7	5.4	8.6	5.8
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	45.767	16	0.0001

X680 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	952	951	931	1732	1584	6150
1	5.5	6.3	6.2	6.5	7.3	6.5
2	7.8	9.2	10.1	8.6	9.5	9.0
3	6.5	4.8	4.8	6.6	5.4	5.7
4	74.2	72.2	75.1	71.7	72.7	72.9
8	6.1	7.5	3.8	6.6	5.2	5.9
TOTAL	100.1	100.0	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	28.348	16	0.0287

X680 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3174	1540	572	870	253	6409
1	7.3	6.8	5.6	4.1	3.2	6.4
2	10.0	7.3	10.1	9.3	4.4	9.0
3	5.7	5.7	4.9	6.4	5.9	5.7
4	71.6	73.9	74.5	74.8	75.9	73.0
8	5.4	6.3	4.9	5.3	10.7	5.8
TOTAL	100.0	100.0	100.0	99.9	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	47.357	16	0.0001

X681 -- LISTEN TO RADIO PRGM:NBC SOURCE

DID YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

NBC SOURCE

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 7,875

X681 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	747	1097	1583	3427
1	2.8	2.6	2.5	2.6
2	8.6	8.8	7.5	8.1
3	8.4	8.2	8.6	8.4
4	75.5	73.6	74.7	74.5
8	4.7	6.8	6.8	6.3
TOTAL	100.0	100.0	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	6.444	8	0.5977

X681 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	430	484	849	1763
1	4.0	2.1	2.9	3.0
2	9.1	8.9	8.8	8.9
3	10.2	7.4	8.0	8.4
4	71.6	74.2	75.5	74.2
8	5.1	7.4	4.7	5.6
TOTAL	100.0	100.0	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	10.076	8	0.2597

## X681 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1292	1387	1091	1726	865	6361
1	3.0	3.7	3.0	2.6	3.1	3.1
2	8.6	8.2	7.8	6.7	7.5	7.7
3	7.7	7.8	8.2	8.3	7.2	7.9
4	76.0	74.6	75.3	76.9	73.5	75.5
8	4.7	5.8	5.7	5.5	8.7	5.9
TOTAL	100.0	100.1	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	24.276	16	0.0836

## X681 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	947	942	927	1720	1545	6081
1	3.9	3.4	3.6	2.6	2.5	3.0
2	6.7	7.2	8.3	7.7	8.5	7.8
3	7.5	7.5	8.9	7.3	8.4	7.9
4	75.8	74.3	75.5	75.7	75.3	75.4
8	6.1	7.5	3.8	6.7	5.3	5.9
TOTAL	100.0	99.9	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	26.445	16	0.0481

## X681 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3120	1525	574	865	253	6337
1	2.6	3.0	4.7	3.7	4.0	3.1
2	7.0	7.3	10.3	9.1	8.3	7.7
3	7.2	8.3	7.8	9.6	7.5	7.9
4	77.7	75.1	72.3	72.3	69.6	75.5
8	5.5	6.4	4.9	5.3	10.7	5.8
TOTAL	100.0	100.1	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	42.368	16	0.0003

X240 -- REG TV VIEWING: SOLID GOLD

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

SOLID GOLD

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

X240 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	848	1276	1816	3940
1	6.5	6.4	6.3	6.4
2	42.9	37.2	40.4	39.9
3	30.1	33.6	32.2	32.2
4	17.8	19.9	17.5	18.4
8	2.7	2.9	3.6	3.2
TOTAL	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	10.964	8	0.2037

X240 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	484	579	965	2028
1	6.4	6.0	7.5	6.8
2	37.6	40.6	39.6	39.4
3	35.7	32.8	31.2	32.7
4	19.0	17.3	18.7	18.3
8	1.2	3.3	3.1	2.7
TOTAL	99.9	100.0	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	9.521	8	0.3003

## X240 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1480	1605	1250	2009	1019	7363
1	7.5	15.5	8.6	6.1	5.3	8.8
2	42.2	48.2	44.6	39.8	35.2	42.3
3	31.1	24.0	26.9	32.7	32.2	29.4
4	16.2	9.3	15.8	16.9	23.0	15.8
8	3.0	3.1	4.0	4.4	4.3	3.8
TOTAL	100.0	100.1	99.9	99.9	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	261.797	16	0.0001

## X240 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1091	1104	1069	1976	1816	7056
1	9.9	8.7	6.2	9.3	8.8	8.7
2	41.7	43.8	33.8	42.2	46.2	42.1
3	27.6	28.3	34.3	31.2	26.9	29.6
4	16.1	15.2	21.7	14.2	14.3	15.8
8	4.7	4.1	4.0	3.1	3.9	3.8
TOTAL	100.0	100.1	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	86.671	16	0.0001

## X240 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3602	1802	669	973	290	7336
1	8.5	10.1	7.9	6.8	11.7	8.7
2	43.4	41.7	42.5	41.0	36.9	42.3
3	29.2	28.5	30.5	30.3	33.5	29.5
4	15.3	15.0	16.1	18.8	14.8	15.7
8	3.7	4.7	3.0	3.1	3.1	3.8
TOTAL	100.1	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	31.822	16	0.0105

X241 -- REG TV VIEWING: SOUL TRAIN

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

SOUL TRAIN

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

X241 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	842	1255	1787	3884
1	5.7	4.5	6.5	5.7
2	14.0	12.7	12.0	12.6
3	26.5	25.4	25.8	25.8
4	51.1	54.5	52.0	52.6
8	2.7	3.0	3.7	3.2
TOTAL	100.0	100.1	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	10.943	8	0.2050

X241 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	475	571	958	2004
1	4.4	6.3	5.6	5.5
2	11.6	15.8	13.7	13.8
3	26.3	25.7	28.0	27.0
4	56.4	48.9	49.6	51.0
8	1.3	3.3	3.1	2.7
TOTAL	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	14.407	8	0.0718

## X241 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1455	1586	1234	1997	999	7271
1	8.6	20.5	12.3	6.4	4.9	10.7
2	16.0	24.3	17.3	13.0	12.6	16.7
3	25.8	21.1	22.3	24.9	22.6	23.5
4	46.6	31.0	44.1	51.3	55.5	45.3
8	3.1	3.1	4.1	4.5	4.4	3.8
TOTAL	100.1	100.0	100.1	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	429.189	16	0.0001

## X241 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1086	1085	1065	1943	1787	6966
1	16.1	13.6	9.1	10.9	6.0	10.6
2	25.1	18.3	16.1	14.8	12.3	16.5
3	19.2	23.6	25.2	24.2	24.4	23.5
4	34.8	40.5	45.6	46.9	53.4	45.5
8	4.7	4.2	4.0	3.2	3.9	3.9
TOTAL	99.9	100.2	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	225.955	16	0.0001

## X241 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3556	1779	659	965	285	7244
1	10.5	11.8	9.7	9.7	11.9	10.7
2	14.8	17.7	19.7	18.5	20.7	16.7
3	24.5	20.1	24.1	25.2	24.9	23.5
4	46.5	45.7	43.4	43.5	39.3	45.3
8	3.7	4.7	3.0	3.1	3.2	3.8
TOTAL	100.0	100.0	99.9	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	43.515	16	0.0002



X242 -- REG TV VIEWING: AMERICAN BANDSTAND

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

AMERICAN BANDSTAND

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

X242 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	841	1258	1794	3893
1	6.4	4.9	5.2	5.3
2	30.7	26.7	28.8	28.5
3	31.4	36.3	34.1	34.2
4	28.8	29.3	28.3	28.7
8	2.7	2.9	3.7	3.2
TOTAL	100.0	100.1	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	11.145	8	0.1936

X242 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	476	570	959	2005
1	5.5	4.2	6.4	5.5
2	25.8	30.5	30.2	29.3
3	37.4	36.1	34.1	35.5
4	30.0	25.8	26.2	27.0
8	1.3	3.3	3.1	2.7
TOTAL	100.0	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	13.840	8	0.0860

## X242 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1460	1571	1234	1987	1004	7256
1	4.3	11.0	8.8	5.7	4.5	6.9
2	25.2	37.1	33.1	30.5	28.9	31.1
3	34.6	29.2	30.4	31.0	35.8	31.9
4	32.9	19.6	23.7	28.4	26.5	26.3
8	3.1	3.1	4.1	4.5	4.4	3.8
TOTAL	100.1	100.0	100.1	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	187.064	16	0.0001

## X242 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1074	1086	1058	1946	1793	6957
1	7.7	8.0	4.6	6.4	7.5	6.9
2	29.1	31.4	24.6	32.5	33.8	30.9
3	31.8	31.5	33.9	32.8	30.3	32.0
4	26.7	25.0	32.8	25.2	24.4	26.4
8	4.8	4.1	4.1	3.2	3.9	3.9
TOTAL	100.1	100.0	100.0	100.1	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	63.275	16	0.0001

## X242 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3561	1770	657	957	284	7229
1	7.4	7.7	5.5	4.4	7.4	6.9
2	30.1	32.1	33.9	30.5	32.4	31.1
3	32.8	28.2	33.2	34.9	31.0	31.9
4	26.0	27.3	24.4	27.1	26.1	26.3
8	3.7	4.8	3.0	3.1	3.2	3.8
TOTAL	100.0	100.1	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	37.361	16	0.0019

X243 -- REG TV VIEWING: DANCE FEVER

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

DANCE FEVER

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

X243 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	828	1248	1765	3841
1	2.7	1.4	2.5	2.2
2	18.5	15.4	18.4	17.4
3	33.6	34.5	32.8	33.5
4	42.5	45.8	42.7	43.6
8	2.8	3.0	3.7	3.3
TOTAL	100.1	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	13.841	8	0.0860

X243 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	473	561	947	1981
1	1.7	2.5	2.2	2.2
2	16.5	18.7	18.2	17.9
3	34.9	34.9	32.8	33.9
4	45.7	40.5	43.6	43.2
8	1.3	3.4	3.2	2.8
TOTAL	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	9.003	8	0.3421

## X243 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1439	1561	1216	1968	989	7173
1	3.2	7.4	4.6	2.8	2.7	4.2
2	22.1	28.8	20.2	19.7	12.6	21.3
3	35.1	31.5	28.4	32.5	31.8	32.0
4	36.5	29.2	42.7	40.5	48.4	38.7
8	3.1	3.1	4.1	4.5	4.5	3.9
TOTAL	100.0	100.0	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	221.761	16	0.0001

## X243 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1062	1074	1052	1921	1764	6873
1	6.2	5.1	3.0	3.8	3.5	4.2
2	23.6	21.6	17.5	21.3	21.0	21.0
3	29.6	31.1	32.6	33.3	32.5	32.1
4	35.8	38.0	42.9	38.5	39.1	38.8
8	4.8	4.2	4.1	3.2	4.0	3.9
TOTAL	100.0	100.0	100.1	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	45.143	16	0.0001

## X243 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3530	1743	653	943	278	7147
1	3.8	5.3	3.1	3.0	8.3	4.2
2	20.8	21.4	24.8	20.5	20.9	21.3
3	34.0	30.5	28.8	30.1	30.6	32.0
4	37.7	38.0	40.3	43.3	37.1	38.7
8	3.7	4.8	3.1	3.2	3.2	3.9
TOTAL	100.0	100.0	100.1	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	49.737	16	0.0001

X244 -- REG TV VIEWING: MOVIES ON NETWORK TV

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

MOVIES ON NETWORK TV

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

X244 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	844	1266	1797	3907
1	24.1	24.3	24.5	24.3
2	51.7	54.4	51.8	52.6
3	10.9	8.8	9.4	9.5
4	10.7	9.6	10.6	10.3
8	2.7	2.9	3.7	3.2
TOTAL	100.1	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	6.683	8	0.5712

X244 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	481	564	961	2006
1	21.6	22.3	23.5	22.7
2	59.9	50.2	51.5	53.1
3	8.5	11.5	11.5	10.8
4	8.7	12.6	10.4	10.6
8	1.3	3.4	3.1	2.7
TOTAL	100.0	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	17.986	8	0.0213

## X244 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1457	1564	1226	1997	1001	7245
1	24.2	26.5	25.8	23.2	21.4	24.3
2	49.2	47.3	45.8	50.1	50.2	48.6
3	10.6	11.6	11.1	10.2	10.5	10.8
4	13.0	11.5	13.3	12.0	13.6	12.5
8	3.1	3.1	4.1	4.5	4.4	3.8
TOTAL	100.1	100.0	100.1	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	25.143	16	0.0673

## X244 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1071	1081	1064	1934	1799	6949
1	24.8	23.5	23.0	23.9	25.7	24.3
2	44.7	47.6	49.9	50.6	49.0	48.7
3	12.9	11.5	10.9	10.8	9.0	10.8
4	12.8	13.2	12.1	11.5	12.5	12.3
8	4.8	4.2	4.0	3.2	3.9	3.9
TOTAL	100.0	100.0	99.9	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	25.386	16	0.0633

## X244 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3564	1759	659	951	285	7218
1	25.8	22.9	24.1	19.8	29.1	24.3
2	49.2	47.5	44.9	51.5	48.1	48.7
3	9.9	10.7	12.3	12.6	11.6	10.8
4	11.4	14.0	15.6	12.9	8.1	12.5
8	3.7	4.8	3.0	3.2	3.2	3.8
TOTAL	100.0	99.9	99.9	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	50.231	16	0.0001

X755 -- REG TV VIEWING: MUSIC VIDEOS (NOT CABLE)

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

MUSIC VIDEOS (NOT INCLUDING CABLE TV)

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

X755 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	848	1272	1807	3927
1	21.9	19.3	20.4	20.4
2	38.2	40.9	40.3	40.0
3	21.7	20.4	20.6	20.8
4	15.5	16.5	15.1	15.6
8	2.7	2.9	3.7	3.2
TOTAL	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	6.262	8	0.6179

X755 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	484	578	966	2028
1	18.8	18.7	21.8	20.2
2	37.4	41.5	39.8	39.7
3	23.8	20.6	20.6	21.4
4	18.8	15.9	14.7	16.0
8	1.2	3.3	3.1	2.7
TOTAL	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	13.790	8	0.0874

X755 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1464	1590	1235	2003	1016	7308
1	22.3	29.6	22.5	21.7	19.2	23.3
2	41.4	36.7	38.7	39.1	40.4	39.2
3	17.1	17.9	18.8	19.9	19.9	18.7
4	16.2	12.8	16.0	14.8	16.2	15.0
8	3.1	3.1	4.1	4.4	4.3	3.8
TOTAL	100.1	100.1	100.1	99.9	100.0	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 62.937 16 0.0001

X755 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1085	1096	1063	1956	1812	7012
1	25.5	24.2	19.8	25.6	21.4	23.4
2	37.1	38.9	38.2	40.5	38.8	38.9
3	18.7	16.5	20.6	17.2	20.0	18.6
4	14.0	16.3	17.4	13.5	16.0	15.3
8	4.7	4.1	4.1	3.2	3.9	3.9
TOTAL	100.0	100.0	100.1	100.0	100.1	100.1

STATISTIC VALUE D.F. PROB.  
CHISQUARE 41.260 16 0.0005

X755 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3580	1782	668	967	285	7282
1	24.2	25.8	23.1	17.0	16.8	23.2
2	40.2	38.2	41.2	39.2	28.8	39.2
3	18.9	16.3	16.8	21.1	29.1	18.7
4	13.1	15.0	16.0	19.7	22.1	15.1
8	3.7	4.7	3.0	3.1	3.2	3.8
TOTAL	100.1	100.0	100.1	100.1	100.0	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 103.760 16 0.0001



X756 -- REG TV VIEWING: EARLY/LATE NEWS

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

EARLY/LATE NEWS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

X756 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	846	1255	1791	3892
1	27.5	28.8	26.0	27.2
2	41.1	42.5	41.3	41.6
3	16.0	14.0	17.0	15.8
4	12.7	11.7	12.1	12.1
8	2.7	3.0	3.7	3.2
TOTAL	100.0	100.0	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	9.334	8	0.3149

X756 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	481	564	959	2004
1	31.6	26.1	28.2	28.4
2	43.9	42.2	41.9	42.5
3	12.9	16.0	14.9	14.7
4	10.4	12.4	11.9	11.7
8	1.3	3.4	3.1	2.7
TOTAL	100.1	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	11.062	8	0.1982

## X756 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1458	1578	1225	1988	1008	7257
1	27.9	24.9	24.9	23.2	23.3	24.8
2	38.3	41.1	39.9	40.3	41.6	40.2
3	16.9	17.0	16.7	17.9	16.3	17.1
4	13.9	13.9	14.4	14.1	14.5	14.1
8	3.1	3.1	4.1	4.5	4.4	3.8
TOTAL	100.1	100.0	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	19.485	16	0.2443

## X756 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1073	1083	1063	1953	1791	6963
1	29.3	23.2	27.1	23.9	23.3	25.0
2	39.4	41.9	41.3	39.6	39.1	40.1
3	14.5	17.1	14.2	19.3	17.6	17.0
4	12.1	13.7	13.4	14.1	16.1	14.1
8	4.8	4.2	4.1	3.2	3.9	3.9
TOTAL	100.1	100.1	100.1	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	44.716	16	0.0002

## X756 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3556	1769	655	964	286	7230
1	23.0	21.9	24.3	31.9	43.0	24.8
2	40.0	40.1	38.5	42.3	40.9	40.2
3	18.6	17.7	19.4	11.5	7.7	17.1
4	14.7	15.6	14.8	11.2	5.2	14.1
8	3.7	4.8	3.1	3.1	3.2	3.8
TOTAL	100.0	100.1	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	141.544	16	0.0001

X757 -- REG TV VIEWING: DAVID LETTERMAN SHOW

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

DAVID LETTERMAN SHOW

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

X757 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	853	1269	1804	3926
1	23.6	22.9	16.6	20.2
2	29.0	26.2	25.8	26.6
3	24.3	22.8	23.1	23.3
4	20.5	25.3	30.8	26.8
8	2.7	2.9	3.7	3.2
TOTAL	100.1	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	50.181	8	0.0001

X757 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	483	570	967	2020
1	24.2	17.2	24.1	22.2
2	29.0	27.2	27.4	27.7
3	20.9	22.3	23.8	22.7
4	24.6	30.0	21.6	24.7
8	1.2	3.3	3.1	2.7
TOTAL	99.9	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	25.892	8	0.0011

X757 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1464	1575	1235	2003	1009	7286
1	18.7	12.0	14.9	19.6	16.9	16.6
2	22.5	20.5	23.0	25.2	23.6	23.0
3	20.8	26.0	21.1	23.8	22.3	23.0
4	35.0	38.4	36.9	27.0	32.9	33.6
8	3.1	3.1	4.1	4.4	4.4	3.8
TOTAL	100.1	100.0	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	106.140	16	0.0001

X757 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1079	1086	1067	1962	1802	6996
1	16.1	18.7	23.5	16.0	12.7	16.7
2	24.1	22.7	24.6	22.9	21.6	23.0
3	18.8	21.7	21.7	24.6	25.4	23.0
4	36.2	32.7	26.2	33.3	36.4	33.4
8	4.7	4.1	4.0	3.2	3.9	3.9
TOTAL	99.9	99.9	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	99.167	16	0.0001

X757 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3571	1781	660	960	287	7259
1	15.9	17.0	17.7	18.4	14.3	16.6
2	22.0	22.5	22.7	28.4	24.0	23.1
3	24.6	20.4	20.2	22.9	26.5	23.0
4	33.9	35.4	36.4	27.1	32.1	33.5
8	3.7	4.7	3.0	3.1	3.1	3.8
TOTAL	100.1	100.0	100.0	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	54.034	16	0.0001

X248 -- REG TV VIEWING: SOAP OPERAS

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

SOAP OPERAS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

X248 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	837	1251	1789	3877
1	10.8	8.0	8.9	9.0
2	19.5	20.7	19.7	20.0
3	24.4	21.9	21.3	22.2
4	42.7	46.4	46.4	45.6
8	2.8	3.0	3.7	3.3
TOTAL	100.2	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	11.339	8	0.1832

X248 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	475	568	956	1999
1	9.7	8.3	10.2	9.5
2	19.0	21.7	19.6	20.0
3	21.9	21.7	24.6	23.1
4	48.2	45.1	42.6	44.6
8	1.3	3.4	3.1	2.8
TOTAL	100.1	100.2	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	11.553	8	0.1723

X248 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1446	1566	1229	1970	991	7202
1	11.8	15.8	15.2	13.6	8.9	13.3
2	21.2	23.6	19.8	22.6	17.3	21.3
3	20.3	20.1	21.2	21.1	20.2	20.6
4	43.6	37.3	39.7	38.2	49.2	40.9
8	3.1	3.1	4.1	4.5	4.4	3.9
TOTAL	100.0	99.9	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	78.997	16	0.0001

X248 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1068	1069	1052	1944	1782	6915
1	17.0	14.3	10.8	13.3	11.9	13.3
2	18.0	22.1	19.6	21.7	22.8	21.1
3	17.3	22.7	19.9	21.1	21.2	20.6
4	42.9	36.7	45.6	40.7	40.2	41.0
8	4.8	4.2	4.1	3.2	3.9	3.9
TOTAL	100.0	100.0	100.0	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	54.207	16	0.0001

X248 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3534	1756	659	943	283	7175
1	13.0	13.6	12.0	14.7	14.1	13.3
2	20.9	20.7	26.1	21.1	20.1	21.3
3	21.0	18.6	22.6	21.7	21.9	20.7
4	41.4	42.4	36.3	39.2	40.6	40.9
8	3.7	4.8	3.0	3.2	3.2	3.8
TOTAL	100.0	100.1	100.0	99.9	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	28.483	16	0.0277

X249 -- REG TV VIEWING: PROFESSIONAL BOWLING

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

PROFESSIONAL BOWLING

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

X249 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	834	1235	1762	3831
1	2.5	1.8	2.9	2.5
2	11.2	9.8	11.2	10.8
3	27.5	27.3	25.3	26.4
4	56.1	58.1	56.8	57.1
8	2.8	3.0	3.8	3.3
TOTAL	100.1	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	9.306	8	0.3171

X249 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	464	555	946	1965
1	2.6	2.3	2.1	2.3
2	9.7	12.3	10.4	10.7
3	25.0	27.9	26.9	26.7
4	61.4	54.1	57.5	57.5
8	1.3	3.4	3.2	2.8
TOTAL	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	10.303	8	0.2444

## X249 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1430	1546	1206	1958	984	7124
1	3.1	2.4	2.7	3.1	2.1	2.7
2	10.6	9.7	8.9	11.6	10.6	10.4
3	22.0	24.1	21.7	28.6	19.4	23.9
4	61.3	60.6	62.6	52.2	63.4	59.2
8	3.2	3.2	4.2	4.6	4.5	3.9
TOTAL	100.2	100.0	100.1	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	70.958	16	0.0001

## X249 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1055	1063	1043	1924	1757	6842
1	3.1	3.5	2.2	2.2	3.0	2.8
2	8.9	9.8	10.3	10.8	10.2	10.1
3	19.5	23.6	22.6	25.2	26.1	23.9
4	63.6	58.9	60.8	58.6	56.7	59.3
8	4.8	4.2	4.1	3.2	4.0	4.0
TOTAL	99.9	100.0	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	33.686	16	0.0060

## X249 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3501	1735	645	933	283	7097
1	2.5	3.1	2.5	3.1	2.5	2.7
2	11.1	9.6	9.0	10.7	10.3	10.4
3	24.9	22.5	26.2	21.5	22.3	23.9
4	57.9	60.0	59.2	61.4	61.8	59.1
8	3.8	4.8	3.1	3.2	3.2	3.9
TOTAL	100.2	100.0	100.0	99.9	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	22.236	16	0.1357



X250 -- REG TV VIEWING: NFL FTBL-REG WKEND GAMES

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

NFL FOOTBALL - REGULAR SEASON WEEKEND GAMES

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

X250 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	858	1280	1830	3968
1	55.5	50.7	50.1	51.4
2	25.1	26.1	27.0	26.3
3	8.4	11.6	9.7	10.1
4	8.4	8.7	9.6	9.1
8	2.7	2.9	3.6	3.2
TOTAL	100.1	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	13.479	8	0.0964

X250 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	487	573	976	2036
1	55.2	54.1	51.3	53.1
2	22.8	25.3	26.4	25.3
3	11.7	8.0	9.9	9.8
4	9.0	9.3	9.2	9.2
8	1.2	3.3	3.1	2.7
TOTAL	99.9	100.0	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	11.667	8	0.1667

X250 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1485	1609	1260	2018	1026	7398
1	49.5	56.9	53.3	48.0	45.2	50.8
2	24.4	22.3	22.3	25.6	25.3	24.1
3	11.3	8.5	9.1	10.3	13.0	10.3
4	11.8	9.3	11.4	11.7	12.2	11.2
8	3.0	3.1	4.0	4.4	4.3	3.7
TOTAL	100.0	100.1	100.1	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	59.715	16	0.0001

X250 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1104	1100	1082	1986	1826	7098
1	54.0	53.5	51.0	49.6	47.8	50.6
2	19.6	21.7	25.9	25.9	24.6	24.0
3	10.0	9.3	9.7	9.9	12.1	10.3
4	11.9	11.5	9.4	11.5	11.6	11.3
8	4.6	4.1	4.0	3.1	3.8	3.8
TOTAL	100.1	100.1	100.0	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	40.216	16	0.0007

X250 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3618	1813	672	982	286	7371
1	50.8	49.7	54.5	50.5	48.6	50.7
2	25.8	23.6	18.6	24.2	19.2	24.1
3	10.0	10.6	11.6	10.0	10.1	10.3
4	9.9	11.5	12.4	12.2	18.9	11.2
8	3.7	4.6	3.0	3.1	3.2	3.7
TOTAL	100.2	100.0	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	48.817	16	0.0001

X251 -- REG TV VIEWING: NFL FTBL-REG MONDAY NGHT

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

NFL FOOTBALL - REGULAR SEASON MONDAY NIGHT (OR PRIME-  
TIME EVENING)

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

X251 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	856	1280	1831	3967
1	51.9	46.5	46.0	47.4
2	25.6	26.6	26.1	26.1
3	9.6	13.0	14.0	12.7
4	10.3	11.1	10.3	10.6
8	2.7	2.9	3.6	3.2
TOTAL	100.1	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	16.332	8	0.0379

X251 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	488	578	972	2038
1	51.8	49.3	46.9	48.8
2	23.0	26.5	27.9	26.3
3	13.9	11.1	10.7	11.6
4	10.0	9.9	11.4	10.7
8	1.2	3.3	3.1	2.7
TOTAL	99.9	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	14.028	8	0.0810

## X251 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1482	1608	1251	2025	1023	7389
1	47.3	53.1	50.4	43.3	45.0	47.7
2	22.2	23.6	21.7	26.7	23.8	23.9
3	13.1	10.3	11.0	12.3	13.7	12.0
4	14.4	10.1	13.0	13.3	13.3	12.8
8	3.0	3.1	4.0	4.4	4.3	3.8
TOTAL	100.0	100.2	100.1	100.0	100.1	100.2

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	61.882	16	0.0001

## X251 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1100	1098	1082	1982	1828	7090
1	52.0	51.1	48.2	46.0	44.3	47.6
2	20.4	22.0	24.3	25.4	24.4	23.7
3	10.1	10.0	12.9	12.6	13.6	12.1
4	12.9	12.8	10.6	12.9	13.8	12.8
8	4.6	4.1	4.0	3.1	3.8	3.8
TOTAL	100.0	100.0	100.0	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	44.403	16	0.0002

## X251 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3623	1806	674	976	284	7363
1	47.5	47.2	52.5	47.1	43.0	47.6
2	24.7	23.3	20.2	24.6	23.9	23.9
3	12.9	11.9	9.2	11.6	9.9	12.0
4	11.3	13.0	15.1	13.6	20.1	12.7
8	3.6	4.7	3.0	3.1	3.2	3.7
TOTAL	100.0	100.1	100.0	100.0	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	46.248	16	0.0001

X252 -- REG TV VIEWING: NFL PLAYOFFS

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

NFL PLAYOFFS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

X252 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	854	1276	1831	3961
1	60.8	60.4	57.7	59.2
2	20.8	20.1	20.3	20.4
3	7.7	8.5	9.4	8.8
4	8.0	8.1	9.0	8.5
8	2.7	2.9	3.6	3.2
TOTAL	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	6.618	8	0.5783

X252 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	486	578	974	2038
1	64.4	60.2	57.6	60.0
2	17.3	18.7	23.2	20.5
3	8.9	9.2	7.4	8.2
4	8.2	8.7	8.7	8.6
8	1.2	3.3	3.1	2.7
TOTAL	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	16.259	8	0.0388

## X252 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1479	1607	1259	2018	1017	7380
1	57.5	63.0	60.1	55.0	54.0	58.0
2	17.9	18.7	17.3	19.9	19.3	18.7
3	9.4	6.5	8.0	9.6	10.2	8.7
4	12.2	8.7	10.6	11.1	12.2	10.9
8	3.0	3.1	4.0	4.4	4.3	3.8
TOTAL	100.0	100.0	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	51.065	16	0.0001

## X252 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1097	1100	1086	1975	1825	7083
1	62.1	58.5	58.1	57.7	54.7	57.8
2	15.0	18.2	20.2	19.2	19.8	18.7
3	7.8	7.6	8.9	8.7	10.3	8.8
4	10.6	11.7	8.8	11.3	11.4	10.9
8	4.7	4.1	4.0	3.1	3.8	3.8
TOTAL	100.2	100.1	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	36.178	16	0.0027

## X252 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3617	1808	667	977	284	7353
1	58.6	57.3	60.7	56.1	54.9	58.0
2	19.4	18.2	16.0	20.2	14.8	18.7
3	8.7	9.0	7.2	8.8	10.6	8.7
4	9.7	11.0	13.0	11.9	16.6	10.9
8	3.7	4.7	3.0	3.1	3.2	3.7
TOTAL	100.1	100.2	99.9	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	35.953	16	0.0029

X253 -- REG TV VIEWING: SUPERBOWL

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

SUPERBOWL

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

X253 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	856	1270	1821	3947
1	76.2	72.8	70.9	72.6
2	9.5	13.4	12.0	11.9
3	5.4	4.7	6.9	5.9
4	6.3	6.2	6.6	6.4
8	2.7	2.9	3.6	3.2
TOTAL	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	17.400	8	0.0262

X253 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	482	574	969	2025
1	74.9	70.4	73.5	72.9
2	12.5	13.9	11.4	12.4
3	5.0	5.1	5.6	5.3
4	6.4	7.3	6.5	6.7
8	1.2	3.3	3.1	2.7
TOTAL	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	8.594	8	0.3777

## X253 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1477	1595	1238	2013	1009	7332
1	70.6	73.4	70.9	67.0	67.7	69.9
2	10.4	10.6	10.7	12.5	10.5	11.1
3	7.1	5.7	7.0	6.6	7.9	6.8
4	8.9	7.2	7.4	9.5	9.5	8.5
8	3.1	3.1	4.0	4.4	4.4	3.8
TOTAL	100.1	100.0	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	33.054	16	0.0073

## X253 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1091	1087	1080	1961	1818	7037
1	71.2	70.4	71.7	70.4	67.1	69.9
2	9.6	9.9	10.4	11.0	12.6	10.9
3	5.0	6.2	7.2	7.1	7.7	6.8
4	9.5	9.4	6.8	8.4	8.9	8.6
8	4.7	4.1	4.0	3.2	3.9	3.9
TOTAL	100.0	100.0	100.1	100.1	100.2	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	30.211	16	0.0169

## X253 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3600	1791	669	965	280	7305
1	71.6	68.6	69.5	68.3	62.9	69.9
2	11.0	10.5	10.3	13.3	10.7	11.1
3	6.4	7.3	7.5	6.1	7.9	6.7
4	7.4	8.9	9.7	9.2	15.4	8.5
8	3.7	4.7	3.0	3.1	3.2	3.8
TOTAL	100.1	100.0	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	41.357	16	0.0005



Y063 -- REG TV VIEWING: USFL FOOTBALL

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

USFL FOOTBALL

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y063 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	833	1246	1770	3849
1	9.5	8.8	9.4	9.3
2	21.1	21.6	22.4	21.9
3	30.7	29.1	27.6	28.8
4	35.9	37.6	36.8	36.9
8	2.8	3.0	3.7	3.3
TOTAL	100.0	100.1	99.9	100.2

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	5.284	8	0.7268

Y063 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	470	557	945	1972
1	8.1	9.3	9.7	9.2
2	20.4	26.4	20.4	22.1
3	29.4	26.6	29.5	28.7
4	40.9	34.3	37.1	37.2
8	1.3	3.4	3.2	2.8
TOTAL	100.1	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	16.630	8	0.0342

## Y063 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1438	1554	1204	1962	986	7144
1	13.0	17.1	14.0	9.8	8.1	12.5
2	22.0	26.0	23.9	19.4	21.1	22.4
3	24.9	25.4	23.8	29.0	26.3	26.1
4	36.9	28.3	34.1	37.4	40.1	35.1
8	3.1	3.2	4.2	4.5	4.5	3.9
TOTAL	99.9	100.0	100.0	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	123.529	16	0.0001

## Y063 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1062	1065	1047	1928	1761	6863
1	18.7	14.2	11.2	10.7	10.0	12.4
2	21.1	24.0	23.1	22.7	20.9	22.3
3	22.4	24.8	25.9	27.4	27.3	26.0
4	33.0	32.8	35.7	35.9	37.8	35.4
8	4.8	4.2	4.1	3.2	4.0	4.0
TOTAL	100.0	100.0	100.0	99.9	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	75.857	16	0.0001

## Y063 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3508	1755	645	934	276	7118
1	11.8	13.3	16.4	10.5	13.0	12.5
2	23.0	22.7	19.2	22.8	19.9	22.4
3	26.3	25.0	28.1	26.7	26.1	26.2
4	35.2	34.2	33.2	36.8	37.7	35.1
8	3.8	4.8	3.1	3.2	3.3	3.9
TOTAL	100.1	100.0	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	28.115	16	0.0306

Y064 -- REG TV VIEWING: NCAA BSKTBL-REG SEASON

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

NCAA BASKETBALL - REGULAR SEASON GAMES

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y064 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	851	1273	1815	3939
1	27.5	26.0	22.4	24.7
2	25.2	22.9	24.6	24.2
3	20.3	21.9	20.3	20.8
4	24.3	26.2	29.2	27.2
8	2.7	2.9	3.6	3.2
TOTAL	100.0	99.9	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	17.557	8	0.0248

Y064 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	481	571	971	2023
1	26.4	25.6	25.3	25.7
2	22.9	24.7	25.5	24.7
3	17.9	21.4	21.0	20.4
4	31.6	25.0	25.0	26.6
8	1.3	3.3	3.1	2.7
TOTAL	100.1	100.0	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	14.062	8	0.0802

## Y064 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1467	1602	1244	2012	1015	7340
1	26.5	38.6	29.4	24.7	16.6	27.8
2	21.3	23.2	22.8	22.8	21.6	22.4
3	18.6	15.9	18.3	19.8	23.4	19.0
4	30.6	19.2	25.4	28.4	34.2	27.1
8	3.1	3.1	4.0	4.4	4.3	3.8
TOTAL	100.1	100.0	99.9	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	217.105	16	0.0001

## Y064 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1092	1099	1079	1961	1816	7047
1	33.8	31.5	23.8	26.4	24.6	27.5
2	21.8	21.7	24.1	22.0	23.0	22.5
3	15.5	17.7	20.4	19.1	20.7	18.9
4	24.3	25.1	27.7	29.3	27.9	27.3
8	4.7	4.1	4.0	3.2	3.9	3.9
TOTAL	100.1	100.1	100.0	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	61.239	16	0.0001

## Y064 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3588	1799	667	975	284	7313
1	26.7	29.9	29.1	27.7	25.4	27.8
2	23.5	19.8	22.0	24.2	20.4	22.4
3	19.8	18.2	19.3	17.4	18.0	19.0
4	26.3	27.5	26.5	27.6	33.1	27.1
8	3.7	4.7	3.0	3.1	3.2	3.8
TOTAL	100.0	100.1	99.9	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	29.537	16	0.0206

Y065 -- REG TV VIEWING: NCAA BSKTBL PLAYOFFS

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

NCAA BASKETBALL PLAYOFFS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y065 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	849	1266	1812	3927
1	37.7	35.2	30.1	33.4
2	18.4	18.9	20.3	19.4
3	17.3	17.1	17.3	17.2
4	23.9	25.8	28.6	26.7
8	2.7	2.9	3.6	3.2
TOTAL	100.0	99.9	99.9	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	20.592	8	0.0083

Y065 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	478	570	968	2016
1	34.7	32.3	35.7	34.5
2	19.9	22.1	19.3	20.2
3	16.1	17.7	17.5	17.2
4	28.0	24.6	24.4	25.3
8	1.3	3.3	3.1	2.7
TOTAL	100.0	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	10.042	8	0.2621

## Y065 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1466	1592	1236	2009	1006	7309
1	33.4	46.6	37.4	30.8	25.0	35.1
2	17.0	18.7	18.4	19.2	17.1	18.2
3	16.2	12.5	15.3	17.2	18.8	15.9
4	30.4	19.2	24.9	28.3	34.8	27.1
8	3.1	3.1	4.1	4.4	4.4	3.8
TOTAL	100.1	100.1	100.1	99.9	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	200.976	16	0.0001

## Y065 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1083	1088	1073	1964	1811	7019
1	42.1	37.0	31.9	33.7	32.3	34.9
2	17.0	19.1	19.6	17.0	18.8	18.2
3	13.2	14.7	16.8	16.9	16.6	15.9
4	23.0	25.1	27.8	29.3	28.5	27.2
8	4.7	4.1	4.0	3.2	3.9	3.9
TOTAL	100.0	100.0	100.1	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	55.500	16	0.0001

## Y065 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3578	1787	665	970	282	7282
1	34.6	35.2	36.2	36.2	33.7	35.1
2	18.4	17.0	19.0	19.7	17.0	18.2
3	16.5	15.7	16.1	14.7	13.8	15.9
4	26.8	27.4	25.7	26.3	32.3	27.0
8	3.7	4.7	3.0	3.1	3.2	3.8
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	16.842	16	0.3959

Y066 -- REG TV VIEWING: NBA - REG SEASON GAMES

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

NBA - REGULAR SEASON GAMES

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y066 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	848	1262	1817	3927
1	27.0	22.6	22.8	23.7
2	25.5	26.0	25.8	25.8
3	21.9	22.2	18.8	20.6
4	22.9	26.3	29.0	26.8
8	2.7	2.9	3.6	3.2
TOTAL	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	20.685	8	0.0080

Y066 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	482	574	961	2017
1	23.7	25.1	24.4	24.4
2	27.2	23.7	25.5	25.4
3	19.3	21.6	23.1	21.8
4	28.6	26.3	23.9	25.7
8	1.2	3.3	3.1	2.7
TOTAL	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	11.636	8	0.1682

## Y066 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1462	1600	1232	2002	1015	7311
1	29.2	36.6	29.6	22.7	21.1	28.0
2	22.5	24.1	24.9	23.2	23.2	23.5
3	17.2	16.1	16.6	20.7	20.1	18.2
4	28.0	20.2	24.8	29.0	31.3	26.5
8	3.1	3.1	4.1	4.5	4.3	3.8
TOTAL	100.0	100.1	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	146.004	16	0.0001

## Y066 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1087	1093	1067	1959	1812	7018
1	37.2	30.3	25.0	27.0	22.8	27.7
2	20.9	24.1	23.8	23.4	24.4	23.4
3	15.0	16.3	20.7	18.3	20.2	18.3
4	22.3	25.3	26.4	28.1	28.8	26.7
8	4.7	4.1	4.0	3.2	3.9	3.9
TOTAL	100.1	100.1	99.9	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	94.404	16	0.0001

## Y066 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3589	1778	662	971	284	7284
1	27.3	29.8	29.9	26.9	26.1	28.0
2	25.1	20.8	23.3	24.3	18.7	23.5
3	18.2	18.2	17.7	18.6	20.1	18.3
4	25.8	26.6	26.1	27.1	32.0	26.4
8	3.7	4.7	3.0	3.1	3.2	3.8
TOTAL	100.1	100.1	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	28.622	16	0.0266



Y067 -- REG TV VIEWING: NBA PLAYOFFS

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

NBA PLAYOFFS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y067 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	844	1264	1798	3906
1	42.2	37.3	34.4	37.0
2	18.1	19.1	19.0	18.8
3	15.2	16.3	15.1	15.5
4	21.8	24.4	27.9	25.5
8	2.7	2.9	3.7	3.2
TOTAL	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	21.998	8	0.0049

Y067 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	479	562	960	2001
1	37.8	34.0	39.6	37.6
2	19.6	20.1	18.8	19.3
3	14.0	16.6	15.9	15.6
4	27.4	26.0	22.6	24.7
8	1.3	3.4	3.1	2.8
TOTAL	100.1	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	13.166	8	0.1063

## Y067 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1463	1586	1224	1993	1004	7270
1	39.2	46.9	42.0	32.5	33.4	38.7
2	16.6	17.8	17.9	18.2	14.9	17.3
3	13.6	13.1	12.5	17.2	15.8	14.6
4	27.5	19.2	23.5	27.7	31.5	25.6
8	3.1	3.1	4.1	4.5	4.4	3.8
TOTAL	100.0	100.1	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	134.917	16	0.0001

## Y067 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1077	1084	1078	1943	1799	6981
1	47.5	42.0	35.3	37.9	33.5	38.5
2	14.4	16.7	18.7	16.8	18.9	17.3
3	11.1	13.2	17.2	14.7	16.3	14.7
4	22.4	24.0	24.9	27.4	27.4	25.7
8	4.7	4.2	4.0	3.2	3.9	3.9
TOTAL	100.1	100.1	100.1	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	84.302	16	0.0001

## Y067 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3561	1777	661	962	282	7243
1	38.5	38.7	40.7	39.1	36.5	38.8
2	17.9	15.3	18.2	18.3	16.0	17.3
3	14.8	15.6	13.9	13.2	13.1	14.7
4	25.1	25.7	24.2	26.3	31.2	25.5
8	3.7	4.7	3.0	3.1	3.2	3.8
TOTAL	100.0	100.0	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	21.712	16	0.1527

Y068 -- REG TV VIEWING: NEWHART

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

NEWHART

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y068 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	837	1248	1789	3874
1	7.3	7.9	7.3	7.5
2	28.1	25.2	24.8	25.7
3	31.3	32.3	29.9	31.0
4	30.6	31.6	34.4	32.7
8	2.8	3.0	3.7	3.3
TOTAL	100.1	100.0	100.1	100.2

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	9.629	8	0.2920

Y068 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	472	567	949	1988
1	7.6	7.1	7.7	7.5
2	25.2	27.3	26.8	26.6
3	30.1	28.9	31.6	30.5
4	35.8	33.3	30.8	32.7
8	1.3	3.4	3.2	2.8
TOTAL	100.0	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	9.140	8	0.3306

## Y068 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1453	1566	1213	1967	998	7197
1	7.9	6.7	5.8	6.4	6.8	6.7
2	24.3	22.1	22.8	25.9	21.7	23.7
3	27.6	33.0	29.6	31.2	29.8	30.4
4	37.1	35.1	37.7	32.0	37.3	35.4
8	3.1	3.1	4.1	4.5	4.4	3.9
TOTAL	100.0	100.0	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	39.097	16	0.0011

## Y068 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1067	1065	1058	1946	1782	6918
1	6.8	7.0	4.8	6.9	7.5	6.7
2	19.4	21.9	24.1	23.6	26.8	23.6
3	26.7	30.7	30.8	32.5	29.7	30.4
4	42.3	36.2	36.2	33.8	32.2	35.4
8	4.8	4.2	4.1	3.2	3.9	3.9
TOTAL	100.0	100.0	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	58.835	16	0.0001

## Y068 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3526	1754	657	953	281	7171
1	7.0	6.8	6.1	5.5	8.9	6.7
2	24.4	22.4	24.1	23.1	23.5	23.7
3	31.4	28.3	30.8	29.9	32.0	30.4
4	33.5	37.7	36.1	38.4	32.4	35.4
8	3.7	4.8	3.0	3.2	3.2	3.8
TOTAL	100.0	100.0	100.1	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	27.580	16	0.0355

Y069 -- REG TV VIEWING: WHO'S THE BOSS

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

WHO'S THE BOSS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y069 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	843	1258	1802	3903
1	14.2	13.0	11.9	12.8
2	30.4	27.6	30.0	29.3
3	25.9	26.7	28.1	27.2
4	26.8	29.7	26.3	27.5
8	2.7	2.9	3.7	3.2
TOTAL	100.0	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	10.973	8	0.2032

Y069 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	476	562	963	2001
1	12.4	11.4	14.8	13.2
2	28.6	28.7	30.5	29.5
3	24.8	27.1	25.7	25.8
4	33.0	29.5	26.0	28.6
8	1.3	3.4	3.1	2.8
TOTAL	100.1	100.1	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	15.347	8	0.0527

## Y069 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1452	1577	1219	2000	1009	7257
1	13.4	15.0	15.5	12.7	14.5	14.0
2	30.9	27.8	32.6	30.8	29.0	30.2
3	26.4	26.8	22.5	25.7	25.9	25.6
4	26.2	27.3	25.4	26.5	26.3	26.4
8	3.1	3.1	4.1	4.5	4.4	3.8
TOTAL	100.0	100.0	100.1	100.2	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	26.237	16	0.0508

## Y069 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1074	1088	1066	1949	1804	6981
1	16.8	15.3	12.9	13.1	13.3	14.0
2	29.7	30.7	29.8	30.0	30.8	30.2
3	24.5	24.5	25.1	27.0	25.7	25.6
4	24.3	25.5	28.1	26.7	26.4	26.3
8	4.8	4.1	4.0	3.2	3.9	3.9
TOTAL	100.1	100.1	99.9	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	21.169	16	0.1721

## Y069 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3576	1763	658	953	280	7230
1	14.4	15.1	14.1	10.8	12.5	14.0
2	30.4	30.0	30.6	31.5	26.1	30.3
3	27.0	22.8	25.5	25.7	23.9	25.6
4	24.4	27.4	26.8	28.9	34.3	26.3
8	3.7	4.8	3.0	3.2	3.2	3.8
TOTAL	99.9	100.1	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	41.579	16	0.0005

Y070 -- REG TV VIEWING: THE COSBY SHOW

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

THE COSBY SHOW

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y070 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	857	1275	1828	3960
1	45.4	40.8	41.9	42.3
2	29.4	30.2	29.8	29.9
3	14.2	17.3	16.2	16.1
4	8.3	8.9	8.5	8.6
8	2.7	2.9	3.6	3.2
TOTAL	100.0	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	7.987	8	0.4347

Y070 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	486	577	975	2038
1	42.4	40.2	43.3	42.2
2	27.8	29.6	28.7	28.8
3	18.5	17.0	16.4	17.1
4	10.1	9.9	8.5	9.3
8	1.2	3.3	3.1	2.7
TOTAL	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	8.294	8	0.4053

## Y070 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1486	1605	1242	2030	1027	7390
1	46.0	51.2	47.6	39.9	43.5	45.4
2	29.6	25.2	24.1	30.9	26.5	27.7
3	14.1	12.7	13.5	15.8	16.7	14.5
4	7.3	7.8	10.9	9.1	9.1	8.7
8	3.0	3.1	4.0	4.4	4.3	3.8
TOTAL	100.0	100.0	100.1	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	77.071	16	0.0001

## Y070 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1104	1107	1091	1977	1828	7107
1	54.6	47.7	43.7	45.1	39.3	45.3
2	22.0	26.4	28.0	28.2	30.7	27.6
3	11.3	14.1	16.0	14.5	16.2	14.6
4	7.4	7.8	8.4	9.1	9.9	8.7
8	4.6	4.1	3.9	3.1	3.8	3.8
TOTAL	99.9	100.1	100.0	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	81.500	16	0.0001

## Y070 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3620	1801	671	982	288	7362
1	46.0	46.8	42.5	42.7	42.4	45.3
2	29.6	24.9	28.5	27.4	21.2	27.7
3	13.8	14.9	13.7	16.2	18.4	14.5
4	7.0	8.8	12.4	10.7	14.9	8.7
8	3.7	4.7	3.0	3.1	3.1	3.7
TOTAL	100.1	100.1	100.1	100.1	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	71.483	16	0.0001



Y071 -- REG TV VIEWING: FAMILY TIES

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

FAMILY TIES

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y071 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	848	1269	1818	3935
1	38.3	34.6	36.0	36.1
2	33.0	33.7	33.6	33.5
3	16.4	17.7	16.8	17.0
4	9.6	11.2	10.0	10.3
8	2.7	2.9	3.6	3.2
TOTAL	100.0	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	6.240	8	0.6204

Y071 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	486	574	968	2028
1	36.2	33.3	36.1	35.3
2	31.7	34.0	35.3	34.1
3	17.7	16.7	16.8	17.0
4	13.2	12.7	8.7	10.9
8	1.2	3.3	3.1	2.7
TOTAL	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	16.005	8	0.0423

## Y071 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1470	1591	1234	2014	1025	7334
1	39.2	37.7	36.1	33.4	37.0	36.4
2	32.5	31.9	31.0	35.8	31.0	32.8
3	15.7	16.2	15.6	16.1	18.2	16.2
4	9.6	11.1	13.4	10.3	9.6	10.8
8	3.1	3.1	4.1	4.4	4.3	3.8
TOTAL	100.1	100.0	100.2	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	39.049	16	0.0011

## Y071 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1093	1099	1078	1970	1816	7056
1	43.8	36.9	36.2	35.4	32.7	36.4
2	26.4	31.0	32.3	34.9	35.8	32.8
3	14.3	16.4	16.1	16.0	17.7	16.3
4	10.9	11.7	11.4	10.5	9.9	10.7
8	4.7	4.1	4.0	3.2	3.9	3.8
TOTAL	100.1	100.1	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	58.874	16	0.0001

## Y071 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3598	1797	664	966	283	7308
1	38.1	36.2	34.0	34.4	29.3	36.4
2	33.9	32.6	31.2	33.2	24.0	32.8
3	16.1	15.5	18.1	15.9	20.1	16.3
4	8.3	11.0	13.7	13.4	23.3	10.7
8	3.7	4.7	3.0	3.1	3.2	3.8
TOTAL	100.1	100.0	100.0	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	102.346	16	0.0001

Y072 -- REG TV VIEWING: CHEERS

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

CHEERS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y072 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	850	1267	1812	3929
1	29.2	27.9	25.7	27.2
2	32.5	30.0	31.5	31.2
3	18.9	22.5	23.5	22.2
4	16.7	16.7	15.7	16.2
8	2.7	2.9	3.6	3.2
TOTAL	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	12.324	8	0.1373

Y072 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	481	572	967	2020
1	27.4	24.3	28.4	27.0
2	31.0	32.3	32.8	32.2
3	22.5	22.7	20.6	21.6
4	17.9	17.3	15.1	16.4
8	1.3	3.3	3.1	2.7
TOTAL	100.1	99.9	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	10.647	8	0.2225

## Y072 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1475	1576	1231	2005	1017	7304
1	29.1	21.8	21.3	23.6	27.2	24.4
2	31.9	30.2	28.5	33.0	29.4	30.9
3	20.3	25.4	23.2	22.2	21.3	22.6
4	15.7	19.5	23.0	16.7	17.7	18.3
8	3.1	3.1	4.1	4.4	4.3	3.8
TOTAL	100.1	100.0	100.1	99.9	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	75.043	16	0.0001

## Y072 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1083	1095	1072	1967	1813	7030
1	28.9	24.9	24.9	23.3	23.1	24.6
2	27.2	29.1	32.7	31.7	31.6	30.7
3	19.0	24.6	21.4	22.8	23.9	22.6
4	20.1	17.3	17.0	19.0	17.6	18.2
8	4.7	4.1	4.0	3.2	3.9	3.9
TOTAL	99.9	100.0	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	38.766	16	0.0012

## Y072 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3589	1776	664	963	286	7278
1	25.2	23.7	19.1	26.2	25.9	24.4
2	31.8	29.6	34.6	29.7	25.2	31.0
3	23.4	22.9	22.0	20.3	20.3	22.6
4	16.0	19.2	21.2	20.8	25.5	18.3
8	3.7	4.7	3.0	3.1	3.2	3.8
TOTAL	100.1	100.1	99.9	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	55.768	16	0.0001

Y073 -- REG TV VIEWING: NIGHT COURT

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

NIGHT COURT

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y073 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	843	1255	1809	3907
1	25.2	24.3	25.2	24.9
2	30.4	30.3	28.8	29.6
3	22.2	24.1	23.0	23.2
4	19.6	18.4	19.4	19.1
8	2.7	3.0	3.7	3.2
TOTAL	100.1	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	4.339	8	0.8253

Y073 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	482	571	959	2012
1	24.9	21.7	24.2	23.7
2	29.5	32.9	31.6	31.5
3	23.7	24.0	23.0	23.5
4	20.8	18.0	18.0	18.7
8	1.2	3.3	3.1	2.7
TOTAL	100.1	99.9	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	9.122	8.	0.3321

## Y073 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1470	1569	1228	1998	1009	7274
1	26.9	21.3	20.3	21.6	24.6	22.8
2	30.9	28.6	25.5	29.8	26.8	28.6
3	22.0	23.3	23.1	24.6	22.9	23.3
4	17.1	23.7	27.1	19.5	21.4	21.5
8	3.1	3.1	4.1	4.5	4.4	3.8
TOTAL	100.0	100.0	100.1	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	75.289	16	0.0001

## Y073 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1086	1093	1069	1957	1798	7003
1	24.4	23.2	23.9	22.2	21.9	22.9
2	28.1	27.6	27.7	29.3	28.5	28.4
3	19.9	22.8	23.5	24.5	24.6	23.4
4	22.9	22.2	21.0	20.9	21.1	21.5
8	4.7	4.1	4.0	3.2	3.9	3.9
TOTAL	100.0	99.9	100.1	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	18.475	16	0.2968

## Y073 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3571	1768	662	962	286	7249
1	23.9	23.1	17.7	21.5	22.7	22.8
2	29.9	26.5	32.0	27.1	24.8	28.7
3	23.6	23.4	23.4	23.1	20.3	23.3
4	18.9	22.3	23.9	25.2	29.0	21.4
8	3.7	4.8	3.0	3.1	3.2	3.8
TOTAL	100.0	100.1	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	54.844	16	0.0001

Y074 -- REG TV VIEWING: GIMME A BREAK

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

GIMME A BREAK

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y074 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	843	1250	1794	3887
1	9.9	8.4	11.8	10.3
2	32.5	29.8	32.1	31.4
3	31.1	34.0	29.9	31.5
4	23.8	24.9	22.5	23.5
8	2.7	3.0	3.7	3.2
TOTAL	100.0	100.1	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	18.091	8	0.0206

Y074 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	480	567	956	2003
1	10.8	11.6	9.5	10.4
2	25.8	30.9	31.9	30.2
3	29.6	30.2	32.4	31.1
4	32.5	24.0	23.0	25.6
8	1.3	3.4	3.1	2.8
TOTAL	100.0	100.1	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	23.950	8	0.0023

## Y074 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1456	1574	1225	1996	1004	7255
1	14.2	20.9	16.8	13.3	8.2	15.0
2	33.5	37.1	34.0	33.4	26.9	33.4
3	29.5	24.3	23.4	29.3	32.0	27.6
4	19.8	14.6	21.6	19.5	28.6	20.1
8	3.1	3.1	4.1	4.5	4.4	3.8
TOTAL	100.1	100.0	99.9	100.0	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	187.811	16	0.0001

## Y074 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1075	1094	1069	1954	1795	6987
1	19.1	18.7	12.4	15.1	11.7	15.0
2	31.5	32.6	31.3	33.9	35.0	33.3
3	22.4	25.5	29.5	29.1	29.3	27.6
4	22.2	19.1	22.8	18.7	20.1	20.3
8	4.7	4.1	4.0	3.2	3.9	3.9
TOTAL	99.9	100.0	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	74.255	16	0.0001

## Y074 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3559	1768	661	959	281	7228
1	15.1	15.6	14.8	14.4	10.7	14.9
2	35.4	33.8	32.8	27.6	28.5	33.5
3	28.5	26.7	27.7	27.0	24.9	27.7
4	17.3	19.2	21.6	27.8	32.7	20.1
8	3.7	4.8	3.0	3.1	3.2	3.8
TOTAL	100.0	100.1	99.9	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	95.650	16	0.0001



Y075 -- REG TV VIEWING: CAGNEY AND LACEY

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

CAGNEY AND LACEY

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y075 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	843	1251	1788	3882
1	5.2	5.4	6.8	6.0
2	24.3	22.0	22.8	22.9
3	32.7	34.3	32.5	33.1
4	35.0	35.3	34.2	34.8
8	2.7	3.0	3.7	3.3
TOTAL	99.9	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	7.884	8	0.4449

Y075 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	481	565	961	2007
1	7.1	7.4	5.7	6.5
2	21.2	21.4	23.1	22.2
3	32.6	34.2	33.4	33.4
4	37.8	33.6	34.7	35.1
8	1.3	3.4	3.1	2.7
TOTAL	100.0	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	9.432	8	0.3072

## Y075 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1453	1569	1221	1988	995	7226
1	8.2	9.1	8.0	7.6	5.6	7.8
2	24.0	28.2	26.8	25.6	19.5	25.2
3	32.1	30.8	27.7	33.0	31.7	31.2
4	32.7	28.9	33.4	29.4	38.8	31.9
8	3.1	3.1	4.1	4.5	4.4	3.8
TOTAL	100.1	100.1	100.0	100.1	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	69.296	16	0.0001

## Y075 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1068	1084	1063	1960	1785	6960
1	10.7	7.8	6.2	8.4	6.4	7.8
2	23.1	25.1	24.1	25.3	27.0	25.2
3	26.9	30.9	31.5	32.9	32.0	31.2
4	34.6	32.1	34.2	30.4	30.6	31.9
8	4.8	4.2	4.1	3.2	3.9	3.9
TOTAL	100.1	100.1	100.1	100.2	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	44.363	16	0.0002

## Y075 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3542	1763	656	955	283	7199
1	7.2	7.9	9.2	8.2	11.3	7.8
2	25.4	24.7	26.2	25.7	21.6	25.2
3	32.0	32.7	32.0	26.3	27.6	31.2
4	31.7	29.9	29.6	36.8	36.4	31.9
8	3.7	4.8	3.1	3.1	3.2	3.8
TOTAL	100.0	100.0	100.1	100.1	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	39.525	16	0.0009

Y076 -- REG TV VIEWING: THE EQUALIZER

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

THE EQUALIZER

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y076 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	847	1262	1801	3910
1	10.9	12.5	15.1	13.4
2	25.4	22.6	24.2	23.9
3	27.6	29.7	25.2	27.2
4	33.4	32.3	31.9	32.3
8	2.7	2.9	3.7	3.2
TOTAL	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	18.612	8	0.0171

Y076 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	481	570	963	2014
1	13.1	14.6	11.4	12.7
2	23.7	24.7	24.3	24.3
3	27.9	25.4	27.1	26.8
4	34.1	31.9	34.1	33.5
8	1.3	3.3	3.1	2.7
TOTAL	100.1	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	9.308	8	0.3170

## Y076 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1463	1577	1225	2008	1005	7278
1	12.9	19.0	15.8	15.4	11.2	15.1
2	25.2	27.0	24.6	25.0	22.1	25.0
3	25.9	23.2	24.6	26.3	24.5	25.0
4	33.0	27.8	31.0	29.0	37.8	31.1
8	3.1	3.1	4.1	4.4	4.4	3.8
TOTAL	100.1	100.1	100.1	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	72.455	16	0.0001

## Y076 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1080	1093	1070	1963	1804	7010
1	15.8	14.6	13.6	15.7	15.2	15.1
2	23.4	25.8	22.9	23.7	27.7	24.9
3	24.4	24.5	25.3	26.0	24.0	24.9
4	31.7	30.9	34.2	31.4	29.3	31.3
8	4.7	4.1	4.0	3.2	3.9	3.9
TOTAL	100.0	99.9	100.0	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	24.769	16	0.0740

## Y076 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3569	1780	663	957	283	7252
1	15.2	15.5	15.8	13.5	15.9	15.1
2	24.7	26.0	27.3	23.0	25.4	25.1
3	25.4	24.6	24.0	25.6	22.6	25.0
4	31.1	29.3	29.9	34.8	32.9	31.1
8	3.7	4.7	3.0	3.1	3.2	3.8
TOTAL	100.1	100.1	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	20.607	16	0.1941

Y077 -- REG TV VIEWING: SIMON AND SIMON

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

SIMON AND SIMON

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y077 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	850	1263	1807	3920
1	15.9	17.3	19.6	18.1
2	33.4	33.6	33.3	33.4
3	25.3	25.9	21.8	23.9
4	22.7	20.3	21.7	21.5
8	2.7	2.9	3.7	3.2
TOTAL	100.0	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	14.823	8	0.0627

Y077 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	483	568	963	2014
1	16.4	18.3	16.7	17.1
2	31.3	35.2	33.2	33.3
3	24.8	23.6	25.7	24.9
4	26.3	19.5	21.3	22.0
8	1.2	3.4	3.1	2.7
TOTAL	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	13.615	8	0.0924

## Y077 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1472	1578	1231	2004	1000	7285
1	16.9	21.9	18.4	17.9	15.2	18.3
2	32.3	33.8	32.5	33.1	30.7	32.7
3	23.4	23.3	25.4	24.3	23.0	23.9
4	24.3	17.9	19.7	20.3	26.7	21.3
8	3.1	3.1	4.1	4.4	4.4	3.8
TOTAL	100.0	100.0	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	60.359	16	0.0001

## Y077 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1085	1091	1074	1959	1806	7015
1	15.5	17.5	15.6	18.5	22.2	18.4
2	28.0	32.0	32.7	32.3	35.6	32.5
3	24.2	24.8	23.3	25.5	21.8	23.9
4	27.7	21.6	24.4	20.6	16.6	21.4
8	4.7	4.1	4.0	3.2	3.9	3.9
TOTAL	100.1	100.0	100.0	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	90.959	16	0.0001

## Y077 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3574	1779	665	957	283	7258
1	19.5	19.2	17.0	13.9	13.4	18.2
2	33.0	33.3	32.9	32.5	25.8	32.7
3	23.3	23.1	24.8	25.9	28.3	24.0
4	20.4	19.7	22.3	24.6	29.3	21.3
8	3.7	4.7	3.0	3.1	3.2	3.8
TOTAL	99.9	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	51.306	16	0.0001

Y078 -- REG TV VIEWING: HILL STREET BLUES

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

HILL STREET BLUES

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y078 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	845	1262	1799	3906
1	21.3	20.4	18.8	19.9
2	34.2	31.9	32.2	32.5
3	23.7	27.1	24.9	25.3
4	18.1	17.6	20.5	19.0
8	2.7	2.9	3.7	3.2
TOTAL	100.0	99.9	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	11.380	8	0.1811

Y078 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	481	570	962	2013
1	20.8	19.0	21.4	20.6
2	32.9	34.9	34.2	34.1
3	24.7	23.7	23.7	23.9
4	20.4	19.1	17.6	18.7
8	1.3	3.3	3.1	2.7
TOTAL	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	8.172	8	0.4168

## Y078 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1466	1577	1223	2006	1004	7276
1	22.4	20.1	17.6	20.2	19.2	20.1
2	33.2	33.6	31.0	31.0	28.3	31.6
3	23.1	26.7	23.7	27.0	25.5	25.4
4	18.3	16.5	23.6	17.4	22.6	19.2
8	3.1	3.1	4.1	4.4	4.4	3.8
TOTAL	100.1	100.0	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	58.916	16	0.0001

## Y078 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1079	1085	1070	1976	1800	7010
1	22.8	19.3	20.9	19.3	19.2	20.1
2	30.7	31.3	29.7	32.4	31.6	31.4
3	22.2	25.9	25.0	26.1	26.8	25.5
4	19.7	19.4	20.4	19.0	18.4	19.2
8	4.7	4.2	4.0	3.1	3.9	3.9
TOTAL	100.1	100.1	100.0	99.9	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	20.731	16	0.1891

## Y078 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3565	1772	663	961	288	7249
1	18.8	21.0	20.5	20.8	25.4	20.0
2	31.0	30.9	33.0	36.1	27.1	31.7
3	26.9	23.9	23.2	23.8	26.7	25.4
4	19.7	19.5	20.2	16.1	17.7	19.1
8	3.7	4.7	3.0	3.1	3.1	3.8
TOTAL	100.1	100.0	99.9	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	37.082	16	0.0020



Y079 -- REG TV VIEWING: BLACKIE'S MAGIC

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

BLACKIE'S MAGIC

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y079 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	845	1253	1790	3888
1	5.2	3.8	6.3	5.3
2	12.8	14.8	16.9	15.3
3	28.2	29.9	25.0	27.3
4	51.1	48.7	48.0	48.9
8	2.7	3.0	3.7	3.2
TOTAL	100.0	100.2	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	25.906	8	0.0011

Y079 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	480	564	960	2004
1	3.5	5.1	4.7	4.5
2	13.3	16.0	13.0	13.9
3	27.7	24.8	29.6	27.8
4	54.2	50.7	49.6	51.0
8	1.3	3.4	3.1	2.7
TOTAL	100.0	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	13.351	8	0.1003

## Y079 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1454	1568	1220	1991	994	7227
1	4.9	6.0	5.6	6.2	5.4	5.7
2	15.3	17.2	15.7	15.6	12.5	15.5
3	24.3	24.0	23.2	28.5	29.0	25.9
4	52.5	49.6	51.4	45.3	48.7	49.2
8	3.1	3.1	4.1	4.5	4.4	3.8
TOTAL	100.1	99.9	100.0	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	45.983	16	0.0001

## Y079 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1076	1085	1066	1955	1784	6966
1	6.2	5.2	6.0	4.6	6.5	5.6
2	12.4	15.4	13.3	17.7	16.2	15.5
3	22.8	24.4	24.6	27.1	27.8	25.8
4	53.9	50.9	52.1	47.6	45.6	49.3
8	4.7	4.2	4.0	3.2	3.9	3.9
TOTAL	100.0	100.1	100.0	100.2	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	51.025	16	0.0001

## Y079 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3537	1764	659	959	281	7200
1	6.5	5.8	5.0	3.8	3.6	5.7
2	16.7	15.5	13.8	12.4	13.5	15.5
3	26.9	24.2	25.0	26.3	25.3	25.9
4	46.3	49.7	53.1	54.4	54.5	49.1
8	3.7	4.8	3.0	3.1	3.2	3.8
TOTAL	100.1	100.0	99.9	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	49.405	16	0.0001

Y080 -- REG TV VIEWING: MOONLIGHTING

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

MOONLIGHTING

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y080 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	842	1267	1804	3913
1	29.5	26.8	24.4	26.3
2	21.6	24.6	25.2	24.3
3	21.4	20.1	18.8	19.8
4	24.8	25.7	27.9	26.5
8	2.7	2.9	3.7	3.2
TOTAL	100.0	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	15.702	8	0.0468

Y080 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	485	566	960	2011
1	29.9	17.1	29.1	25.9
2	22.7	27.7	23.9	24.7
3	18.6	21.7	21.6	20.9
4	27.6	30.0	22.4	25.8
8	1.2	3.4	3.1	2.7
TOTAL	100.0	99.9	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	42.518	8	0.0001

## Y080 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1462	1567	1231	2001	1007	7268
1	25.4	23.0	24.5	23.9	30.0	25.0
2	23.3	25.3	25.9	25.6	22.6	24.7
3	20.3	21.3	20.2	20.7	17.6	20.2
4	28.0	27.3	25.4	25.3	25.4	26.3
8	3.1	3.1	4.1	4.5	4.4	3.8
TOTAL	100.1	100.0	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	33.336	16	0.0067

## Y080 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1083	1090	1076	1962	1792	7003
1	31.9	24.4	25.7	23.9	22.3	25.1
2	21.9	26.2	24.2	24.4	25.6	24.6
3	17.9	18.7	20.6	21.5	20.9	20.2
4	23.6	26.6	25.5	27.0	27.3	26.3
8	4.7	4.1	4.0	3.2	3.9	3.9
TOTAL	100.0	100.0	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	47.410	16	0.0001

## Y080 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3572	1763	659	961	285	7240
1	25.8	24.2	24.7	24.1	23.5	25.0
2	25.0	23.7	25.3	25.3	25.3	24.7
3	19.8	20.5	18.8	22.3	20.4	20.2
4	25.8	26.9	28.1	25.2	27.7	26.3
8	3.7	4.8	3.0	3.1	3.2	3.8
TOTAL	100.1	100.1	99.9	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	15.145	16	0.5141

Y081 -- REG TV VIEWING: MACGIVER

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

MACGIVER

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y081 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	852	1258	1811	3921
1	15.5	18.1	20.4	18.6
2	23.2	21.8	24.1	23.2
3	26.8	26.4	22.8	24.8
4	31.8	30.8	29.0	30.2
8	2.7	2.9	3.6	3.2
TOTAL	100.0	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	18.727	8	0.0164

Y081 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	482	566	965	2013
1	16.6	17.3	16.5	16.7
2	19.1	23.7	23.0	22.3
3	26.8	26.0	25.6	26.0
4	36.3	29.7	31.8	32.3
8	1.2	3.4	3.1	2.7
TOTAL	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	12.137	8	0.1452

## Y081 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1467	1576	1236	2005	1007	7291
1	17.7	24.9	21.4	18.4	17.1	20.0
2	25.0	24.6	24.8	24.5	23.3	24.5
3	23.0	21.5	20.8	25.8	23.9	23.2
4	31.3	25.8	29.0	26.9	31.3	28.5
8	3.1	3.1	4.1	4.4	4.4	3.8
TOTAL	100.1	99.9	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	62.794	16	0.0001

## Y081 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1088	1092	1073	1964	1807	7024
1	20.0	18.4	18.2	18.7	23.0	19.9
2	22.0	25.2	20.3	25.8	26.5	24.4
3	22.4	23.4	24.0	24.1	22.3	23.3
4	30.9	28.9	33.5	28.2	24.4	28.5
8	4.7	4.1	4.0	3.2	3.9	3.9
TOTAL	100.0	100.0	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	57.103	16	0.0001

## Y081 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3581	1780	658	960	285	7264
1	22.0	20.2	18.1	14.6	16.5	20.0
2	24.7	26.1	25.4	21.7	20.7	24.6
3	23.6	21.5	20.5	26.5	22.8	23.2
4	25.9	27.5	33.0	34.2	36.8	28.5
8	3.7	4.7	3.0	3.1	3.2	3.8
TOTAL	99.9	100.0	100.0	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	78.022	16	0.0001

Y082 -- REG TV VIEWING: STINGRAY

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

STINGRAY

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y082 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	846	1261	1813	3920
1	15.3	15.0	17.3	16.1
2	15.0	17.2	20.1	18.1
3	20.6	21.7	22.3	21.7
4	46.5	43.2	36.7	40.9
8	2.7	2.9	3.6	3.2
TOTAL	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	30.663	8	0.0002

Y082 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	483	568	960	2011
1	12.4	15.9	14.7	14.5
2	17.8	20.6	15.1	17.3
3	25.1	21.1	21.8	22.4
4	43.5	39.1	45.3	43.1
8	1.2	3.4	3.1	2.7
TOTAL	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	19.062	8	0.0145

## Y082 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1465	1573	1231	2011	1003	7283
1	16.0	22.8	18.4	16.6	13.8	17.7
2	18.8	21.2	20.0	20.2	15.8	19.5
3	22.3	20.5	18.6	22.6	21.7	21.3
4	39.8	32.4	39.0	36.3	44.4	37.7
8	3.1	3.1	4.1	4.4	4.4	3.8
TOTAL	100.0	100.0	100.1	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	87.217	16	0.0001

## Y082 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1082	1099	1073	1962	1804	7020
1	17.7	15.8	17.2	16.4	20.2	17.6
2	16.5	20.9	13.9	20.5	21.9	19.3
3	22.6	22.1	21.8	21.4	20.6	21.5
4	38.5	37.0	43.1	38.6	33.4	37.7
8	4.7	4.1	4.0	3.2	3.9	3.9
TOTAL	100.0	99.9	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	64.686	16	0.0001

## Y082 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3581	1778	661	953	283	7256
1	19.4	17.3	17.6	13.4	13.4	17.7
2	19.5	19.9	21.9	17.7	18.0	19.5
3	21.2	22.9	18.9	21.5	17.7	21.3
4	36.2	35.2	38.6	44.2	47.7	37.6
8	3.7	4.7	3.0	3.2	3.2	3.8
TOTAL	100.0	100.0	100.0	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	58.727	16	0.0001



Y083 -- REG TV VIEWING: AIRWOLF

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

AIRWOLF

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y083 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	849	1262	1814	3925
1	13.1	16.3	20.1	17.4
2	25.7	27.2	27.6	27.0
3	29.1	26.6	26.7	27.2
4	29.5	26.9	22.1	25.2
8	2.7	2.9	3.6	3.2
TOTAL	100.1	99.9	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	36.378	8	0.0001

Y083 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	486	570	963	2019
1	14.6	16.3	14.3	15.0
2	24.9	30.0	24.5	26.2
3	29.2	25.3	30.0	28.5
4	30.0	25.1	28.0	27.7
8	1.2	3.3	3.1	2.7
TOTAL	99.9	100.0	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	16.151	8	0.0403

## Y083 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1476	1573	1230	2005	1011	7295
1	16.3	22.7	19.8	16.5	14.6	18.1
2	27.2	29.2	29.3	26.5	24.0	27.3
3	25.2	24.4	23.2	27.6	29.4	25.9
4	28.3	20.6	23.7	25.0	27.6	24.9
8	3.1	3.1	4.1	4.4	4.4	3.8
TOTAL	100.1	100.0	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	82.705	16	0.0001

## Y083 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1080	1098	1076	1967	1812	7033
1	16.5	16.6	14.8	17.7	22.2	18.1
2	23.4	28.3	23.2	28.7	29.7	27.2
3	26.6	25.7	25.9	26.7	24.9	25.9
4	28.8	25.3	32.1	23.7	19.4	24.9
8	4.7	4.1	4.0	3.2	3.9	3.9
TOTAL	100.0	100.0	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	102.864	16	0.0001

## Y083 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3580	1781	662	959	285	7267
1	20.1	17.9	16.5	13.4	13.7	18.1
2	28.2	28.1	28.7	23.2	22.5	27.3
3	25.5	26.1	23.0	29.2	27.4	26.0
4	22.5	23.2	28.9	31.2	33.3	24.8
8	3.7	4.7	3.0	3.1	3.2	3.8
TOTAL	100.0	100.0	100.1	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	85.355	16	0.0001

Y084 -- REG TV VIEWING: THE A-TEAM

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

THE A-TEAM

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y084 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	847	1259	1800	3906
1	11.9	14.6	17.2	15.2
2	33.9	32.6	32.7	32.9
3	28.6	28.2	28.2	28.3
4	22.9	21.7	18.3	20.4
8	2.7	2.9	3.7	3.2
TOTAL	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	20.874	8	0.0075

Y084 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	480	570	961	2011
1	11.9	15.3	12.2	13.0
2	31.3	34.9	33.1	33.2
3	28.3	26.3	29.7	28.4
4	27.3	20.2	22.0	22.7
8	1.3	3.3	3.1	2.7
TOTAL	100.1	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	17.112	8	0.0290

## Y084 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1476	1572	1229	2000	999	7276
1	16.9	24.1	18.6	16.1	12.1	17.9
2	32.1	37.6	32.7	33.2	29.7	33.4
3	28.1	21.6	24.2	27.8	28.9	26.1
4	19.8	13.6	20.5	18.5	24.8	18.9
8	3.1	3.1	4.1	4.5	4.4	3.8
TOTAL	100.0	100.0	100.1	100.1	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	144.216	16	0.0001

## Y084 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1081	1095	1076	1962	1804	7018
1	16.3	19.0	12.7	17.8	20.4	17.7
2	31.0	33.2	32.0	33.7	35.0	33.3
3	24.5	24.0	28.5	27.3	25.8	26.2
4	23.5	19.6	22.8	18.0	14.9	19.0
8	4.7	4.1	4.0	3.2	3.9	3.9
TOTAL	100.0	99.9	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	76.533	16	0.0001

## Y084 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3568	1774	663	959	285	7249
1	19.8	17.6	18.4	13.1	9.5	17.9
2	35.2	33.3	32.4	30.1	26.7	33.4
3	25.0	26.7	26.2	27.6	28.1	26.0
4	16.3	17.6	19.9	26.0	32.6	18.9
8	3.7	4.7	3.0	3.1	3.2	3.8
TOTAL	100.0	99.9	99.9	99.9	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	119.458	16	0.0001

Y085 -- REG TV VIEWING: HUNTER

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

HUNTER

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y085 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	842	1254	1791	3887
1	13.5	15.4	17.4	15.9
2	24.9	25.0	26.2	25.6
3	24.7	25.4	23.1	24.2
4	34.1	31.3	29.6	31.1
8	2.7	3.0	3.7	3.2
TOTAL	99.9	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	14.047	8	0.0806

Y085 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	474	566	956	1996
1	15.6	16.8	13.5	14.9
2	20.5	27.4	26.1	25.1
3	26.2	21.6	23.7	23.7
4	36.5	30.9	33.6	33.5
8	1.3	3.4	3.1	2.8
TOTAL	100.1	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	18.126	8	0.0203

## Y085 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1459	1569	1220	1996	995	7239
1	18.3	24.4	16.4	16.1	13.9	18.1
2	27.5	28.7	25.5	27.4	24.9	27.0
3	22.6	20.9	22.4	24.5	23.4	22.8
4	28.6	22.8	31.6	27.6	33.4	28.2
8	3.1	3.1	4.1	4.5	4.4	3.8
TOTAL	100.1	99.9	100.0	100.1	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	98.695	16	0.0001

## Y085 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1073	1085	1065	1961	1798	6982
1	18.6	18.5	13.2	17.5	20.4	17.9
2	24.6	27.1	24.5	27.7	29.2	27.0
3	21.4	22.0	23.5	23.7	22.6	22.8
4	30.6	28.2	34.8	27.9	23.9	28.4
8	4.8	4.2	4.0	3.2	3.9	3.9
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	66.207	16	0.0001

## Y085 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3562	1766	656	947	281	7212
1	19.3	19.4	17.8	12.8	12.5	18.1
2	28.5	25.9	29.4	23.7	23.1	27.1
3	22.1	23.2	20.7	26.3	23.1	22.8
4	26.5	26.7	29.0	34.1	38.1	28.2
8	3.7	4.8	3.1	3.2	3.2	3.8
TOTAL	100.1	100.0	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	75.606	16	0.0001

Y086 -- REG TV VIEWING: MIAMI VICE

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

MIAMI VICE

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y086 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	855	1276	1818	3949
1	33.6	34.8	35.0	34.6
2	29.1	29.2	30.5	29.8
3	19.5	19.0	18.8	19.0
4	15.1	14.1	12.1	13.4
8	2.7	2.9	3.6	3.2
TOTAL	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	8.019	8	0.4316

Y086 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	490	566	967	2023
1	34.7	32.2	33.4	33.4
2	32.7	30.4	30.3	30.9
3	19.0	20.1	18.7	19.2
4	12.5	14.0	14.5	13.8
8	1.2	3.4	3.1	2.7
TOTAL	100.1	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	7.917	8	0.4416

## Y086 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1479	1595	1225	2021	1021	7341
1	36.9	44.0	36.5	33.5	35.2	37.2
2	30.0	28.1	27.1	30.8	28.6	29.1
3	17.0	15.3	17.0	18.6	20.0	17.5
4	13.1	9.6	15.4	12.7	12.0	12.4
8	3.0	3.1	4.1	4.4	4.3	3.8
TOTAL	100.0	100.1	100.1	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	69.637	16	0.0001

## Y086 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1089	1108	1087	1974	1819	7077
1	44.0	37.6	32.7	36.9	35.4	37.1
2	25.0	30.1	27.2	29.7	31.5	29.1
3	14.1	16.8	20.2	18.3	17.3	17.5
4	12.2	11.4	15.9	12.0	12.0	12.5
8	4.7	4.1	4.0	3.1	3.9	3.8
TOTAL	100.0	100.0	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	62.879	16	0.0001

## Y086 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3603	1787	671	968	285	7314
1	38.8	37.3	34.7	33.9	33.0	37.2
2	28.8	27.7	31.7	31.6	28.4	29.2
3	16.9	18.4	17.7	17.8	18.6	17.5
4	11.8	12.0	12.8	13.6	16.8	12.4
8	3.7	4.7	3.0	3.1	3.2	3.8
TOTAL	100.0	100.1	99.9	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	28.473	16	0.0277



Y087 -- REG TV VIEWING: HARDCASTLE AND MCCORMICK

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

HARDCASTLE AND MCCORMICK

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y087 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	849	1257	1802	3908
1	14.5	16.2	18.2	16.8
2	35.3	34.1	34.4	34.5
3	24.6	25.6	25.4	25.3
4	22.9	21.1	18.4	20.2
8	2.7	2.9	3.7	3.2
TOTAL	100.0	99.9	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	13.820	8	0.0866

Y087 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	482	567	961	2010
1	12.7	17.1	15.1	15.1
2	34.7	33.2	35.5	34.6
3	25.9	26.3	25.4	25.8
4	25.5	20.1	20.9	21.8
8	1.2	3.4	3.1	2.7
TOTAL	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	13.473	8	0.0966

## Y087 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1463	1574	1226	2005	999	7267
1	17.6	21.5	19.4	18.8	14.8	18.7
2	33.6	34.6	32.1	34.6	32.4	33.7
3	23.7	23.2	23.7	23.8	24.8	23.8
4	22.0	17.7	20.7	18.3	23.5	20.0
8	3.1	3.1	4.1	4.4	4.4	3.8
TOTAL	100.0	100.1	100.0	99.9	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	42.627	16	0.0003

## Y087 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1077	1088	1069	1965	1809	7008
1	15.3	17.5	16.2	19.2	21.7	18.5
2	30.6	34.2	32.1	33.2	36.4	33.6
3	24.6	23.4	24.2	24.5	22.6	23.8
4	24.8	20.9	23.5	19.9	15.5	20.2
8	4.7	4.1	4.0	3.2	3.9	3.9
TOTAL	100.0	100.1	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	72.675	16	0.0001

## Y087 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3569	1769	661	958	283	7240
1	20.2	19.6	18.5	12.9	13.8	18.7
2	34.3	33.6	33.6	33.8	27.6	33.7
3	23.1	23.5	25.3	26.1	23.3	23.8
4	18.7	18.6	19.7	24.0	32.2	20.0
8	3.7	4.8	3.0	3.1	3.2	3.8
TOTAL	100.0	100.1	100.1	99.9	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	72.502	16	0.0001

Y088 -- REG TV VIEWING: RIPTIDE

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

RIPTIDE

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y088 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	843	1262	1797	3902
1	13.4	15.3	17.9	16.1
2	32.0	31.3	31.3	31.5
3	26.0	28.0	25.8	26.6
4	25.9	22.5	21.3	22.7
8	2.7	2.9	3.7	3.2
TOTAL	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	17.019	8	0.0299

Y088 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	481	565	960	2006
1	12.9	17.0	14.4	14.8
2	31.0	28.7	30.2	30.0
3	25.4	28.1	28.0	27.4
4	29.5	22.8	24.3	25.1
8	1.3	3.4	3.1	2.7
TOTAL	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	15.006	8	0.0590

## Y088 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1462	1572	1225	1998	995	7252
1	17.1	19.2	13.9	17.9	15.0	16.9
2	31.7	33.0	29.5	30.4	29.5	30.9
3	23.9	25.2	26.3	24.9	24.1	24.9
4	24.2	19.6	26.3	22.4	27.0	23.4
8	3.1	3.1	4.1	4.5	4.4	3.8
TOTAL	100.0	100.1	100.1	100.1	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	48.788	16	0.0001

## Y088 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1077	1089	1066	1967	1805	7004
1	13.7	16.3	15.4	16.7	20.0	16.8
2	25.4	31.1	28.9	32.7	33.7	31.0
3	25.7	23.2	24.9	25.7	24.3	24.8
4	30.5	25.3	26.8	21.7	18.1	23.5
8	4.7	4.1	4.0	3.2	3.9	3.9
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	97.982	16	0.0001

## Y088 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3567	1759	663	952	284	7225
1	19.3	18.3	13.4	10.3	9.2	16.9
2	32.6	31.9	30.2	26.2	21.8	31.0
3	24.4	23.2	27.6	28.2	24.7	24.9
4	20.0	21.8	25.8	32.3	41.2	23.4
8	3.7	4.8	3.0	3.2	3.2	3.8
TOTAL	100.0	100.0	100.0	100.2	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	178.762	16	0.0001

Y089 -- REG TV VIEWING: KNIGHT RIDER

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

KNIGHT RIDER

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y089 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	841	1255	1791	3887
1	8.0	8.0	11.2	9.4
2	29.7	29.4	31.2	30.3
3	31.9	33.9	31.9	32.5
4	27.7	25.7	22.1	24.5
8	2.7	3.0	3.7	3.2
TOTAL	100.0	100.0	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	23.280	8	0.0030

Y089 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	482	562	954	1998
1	8.3	10.5	8.8	9.2
2	25.1	33.6	28.9	29.3
3	34.2	30.4	33.0	32.6
4	31.1	22.1	26.1	26.2
8	1.2	3.4	3.1	2.8
TOTAL	99.9	100.0	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	22.863	8	0.0035

## Y089 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1455	1575	1221	1994	991	7236
1	11.0	17.0	15.0	11.6	8.2	12.8
2	31.1	35.8	32.3	31.1	26.1	31.7
3	31.1	27.1	26.8	32.8	33.0	30.2
4	23.7	17.0	21.9	20.0	28.3	21.5
8	3.1	3.1	4.1	4.5	4.4	3.8
TOTAL	100.0	100.0	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	133.425	16	0.0001

## Y089 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1068	1093	1064	1965	1798	6988
1	13.4	14.2	11.4	11.9	13.1	12.7
2	30.0	31.8	27.0	32.6	34.0	31.6
3	27.9	28.6	31.9	31.4	30.4	30.2
4	24.0	21.4	25.8	21.1	18.5	21.6
8	4.8	4.1	4.0	3.2	3.9	3.9
TOTAL	100.1	100.1	100.1	100.2	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	46.441	16	0.0001

## Y089 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3546	1769	656	955	283	7209
1	12.4	13.7	14.3	11.3	13.4	12.8
2	34.0	31.3	30.8	27.6	20.5	31.7
3	30.3	29.2	31.1	31.1	29.7	30.2
4	19.6	21.0	20.7	26.8	33.2	21.5
8	3.7	4.8	3.1	3.1	3.2	3.8
TOTAL	100.0	100.0	100.0	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	71.690	16	0.0001

Y090 -- REG TV VIEWING: AMAZING STORIES

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

AMAZING STORIES

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y090 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	846	1259	1794	3899
1	16.9	17.0	19.3	18.0
2	32.0	29.2	29.4	29.9
3	25.8	28.8	27.4	27.5
4	22.6	22.1	20.3	21.4
8	2.7	2.9	3.7	3.2
TOTAL	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	10.335	8	0.2423

Y090 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	480	565	961	2006
1	16.0	16.5	17.5	16.9
2	28.5	30.1	32.4	30.8
3	29.4	27.3	25.9	27.1
4	24.8	22.8	21.1	22.5
8	1.3	3.4	3.1	2.7
TOTAL	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	10.691	8	0.2198

## Y090 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1470	1575	1223	1994	1004	7266
1	19.4	20.9	17.6	17.6	20.8	19.1
2	29.8	29.5	27.8	29.5	30.1	29.3
3	27.3	24.9	27.6	27.8	24.7	26.6
4	20.5	21.7	22.9	20.7	20.0	21.1
8	3.1	3.1	4.1	4.5	4.4	3.8
TOTAL	100.1	100.1	100.0	100.1	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	24.877	16	0.0720

## Y090 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1088	1089	1074	1965	1803	7019
1	20.2	19.9	17.9	19.9	18.3	19.2
2	28.6	27.5	28.0	30.5	30.0	29.2
3	24.8	26.2	27.8	27.5	26.2	26.6
4	21.7	22.3	22.3	18.9	21.7	21.1
8	4.7	4.1	4.0	3.2	3.9	3.9
TOTAL	100.0	100.0	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	20.578	16	0.1953

## Y090 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3571	1766	661	956	285	7239
1	19.8	20.4	18.9	15.1	16.1	19.1
2	29.3	29.5	27.5	30.7	29.5	29.4
3	26.8	25.5	25.9	27.6	30.2	26.7
4	20.4	19.8	24.7	23.5	21.1	21.1
8	3.7	4.8	3.0	3.1	3.2	3.8
TOTAL	100.0	100.0	100.0	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	31.766	16	0.0107



Y091 -- REG TV VIEWING: ALFRED HITCHCOCK

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

ALFRED HITCHCOCK

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y091 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	839	1253	1779	3871
1	12.9	13.5	16.4	14.7
2	28.1	24.6	23.1	24.7
3	25.6	29.3	28.2	28.0
4	30.6	29.7	28.7	29.4
8	2.7	3.0	3.7	3.3
TOTAL	99.9	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	17.743	8	0.0232

Y091 BY ACF/CASH INCENTIVES--DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	480	560	955	1995
1	14.0	13.4	13.8	13.7
2	23.1	25.4	28.1	26.1
3	30.8	30.0	25.2	27.9
4	30.8	27.9	29.7	29.5
8	1.3	3.4	3.1	2.8
TOTAL	100.0	100.1	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	14.123	8	0.0786

## Y091 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1457	1561	1218	1980	989	7205
1	17.4	16.4	14.8	13.6	15.7	15.5
2	24.9	28.6	22.0	25.1	24.2	25.2
3	25.9	25.9	27.5	28.4	26.3	26.9
4	28.7	25.9	31.6	28.4	29.4	28.6
8	3.1	3.1	4.1	4.5	4.5	3.8
TOTAL	100.0	99.9	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	40.224	16	0.0007

## Y091 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1073	1082	1067	1951	1789	6962
1	17.8	15.4	15.0	15.7	14.2	15.5
2	25.2	25	24.7	24.3	24.9	24.9
3	24.0	28.0	27.1	28.7	26.8	27.1
4	28.3	26.8	29.2	28.1	30.2	28.6
8	4.8	4.2	4.0	3.2	3.9	3.9
TOTAL	100.1	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	20.583	16	0.1951

## Y091 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3530	1758	659	947	284	7178
1	15.7	16.2	14.7	12.4	18.3	15.4
2	24.9	24.3	25.8	26.1	29.2	25.2
3	27.1	26.7	26.9	28.3	23.6	27.0
4	28.6	28.0	29.6	30.1	25.7	28.6
8	3.7	4.8	3.0	3.2	3.2	3.8
TOTAL	100.0	100.0	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	21.985	16	0.1437

Y092 -- REG TV VIEWING: 60 MINUTES

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

60 MINUTES

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV; VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y092 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	839	1250	1776	3865
1	13.8	15.5	12.3	13.7
2	33.9	32.8	28.2	30.9
3	27.5	28.3	29.8	28.9
4	22.1	20.4	26.0	23.3
8	2.7	3.0	3.7	3.3
TOTAL	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	27.482	8	0.0006

Y092 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	477	556	952	1985
1	18.7	13.0	15.4	15.5
2	31.5	30.2	34.2	32.4
3	26.4	29.0	27.9	27.9
4	22.2	24.5	19.2	21.4
8	1.3	3.4	3.2	2.8
TOTAL	100.1	100.1	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	17.913	8	0.0219

## Y092 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1459	1557	1222	1983	986	7207
1	14.3	13.0	13.0	10.8	14.9	13.0
2	27.4	30.9	26.1	30.7	28.6	29.0
3	30.3	27.4	27.6	28.4	25.8	28.1
4	25.0	25.6	29.2	25.5	26.3	26.1
8	3.1	3.2	4.1	4.5	4.5	3.8
TOTAL	100.1	100.1	100.0	99.9	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	38.871	16	0.0011

## Y092 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1080	1082	1063	1951	1788	6964
1	17.4	12.7	13.0	12.7	11.0	13.0
2	28.2	30.4	31.9	28.0	27.7	29.0
3	24.9	27.1	27.8	29.0	29.5	28.0
4	24.7	25.7	23.3	27.1	27.9	26.1
8	4.7	4.2	4.1	3.2	3.9	3.9
TOTAL	99.9	100.1	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	45.423	16	0.0001

## Y092 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3521	1764	656	953	287	7181
1	10.6	12.2	10.8	19.8	26.8	12.9
2	27.2	27.3	31.6	33.8	41.1	29.1
3	29.9	28.0	27.7	25.2	16.7	28.1
4	28.5	27.8	26.8	18.1	12.2	26.1
8	3.8	4.8	3.1	3.2	3.1	3.8
TOTAL	100.0	100.1	100.0	100.1	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	207.025	16	0.0001

Y093 -- REG TV VIEWING:RIPLEY'S BELIEVE IT O NOT

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

RIPLEY'S BELIEVE IT OR NOT

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y093 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	846	1253	1790	3889
1	10.9	11.6	12.8	12.0
2	34.9	34.2	35.3	34.8
3	30.1	31.7	30.7	30.9
4	21.4	19.6	17.6	19.1
8	2.7	3.0	3.7	3.2
TOTAL	100.0	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	9.486	8	0.3029

Y093 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	485	557	956	1998
1	9.9	11.7	13.5	12.1
2	32.8	36.5	32.0	33.4
3	34.6	31.2	29.4	31.2
4	21.4	17.2	22.0	20.5
8	1.2	3.4	3.1	2.8
TOTAL	99.9	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	18.100	8	0.0205

## Y093 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1455	1567	1226	1992	994	7234
1	13.5	15.4	13.5	11.7	12.6	13.3
2	32.5	34.2	32.0	33.4	32.9	33.1
3	32.0	29.1	30.1	30.9	30.5	30.5
4	18.9	18.1	20.4	19.5	19.6	19.2
8	3.1	3.1	4.1	4.5	4.4	3.8
TOTAL	100.0	99.9	100.1	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	22.627	16	0.1241

## Y093 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1071	1089	1067	1964	1801	6992
1	13.9	13.3	12.5	14.2	12.2	13.2
2	32.1	32.2	32.6	32.7	35.0	33.1
3	26.9	31.7	30.7	32.2	30.2	30.6
4	22.3	18.6	20.2	17.7	18.8	19.2
8	4.8	4.1	4.0	3.2	3.9	3.9
TOTAL	100.0	99.9	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	26.887	16	0.0428

## Y093 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3554	1763	659	948	283	7207
1	12.9	15.3	13.5	10.0	16.3	13.3
2	34.4	30.7	32.2	33.7	31.5	33.1
3	30.8	30.7	30.8	30.2	27.9	30.6
4	18.2	18.5	20.5	23.0	21.2	19.2
8	3.7	4.8	3.0	3.2	3.2	3.8
TOTAL	100.0	100.0	100.0	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	38.645	16	0.0012

Y094 -- REG TV VIEWING: TWILIGHT ZONE

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

TWILIGHT ZONE

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 7,875

Y094 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	850	1262	1805	3917
1	18.4	18.3	20.9	19.5
2	30.7	32.1	32.9	32.2
3	25.8	26.7	24.5	25.5
4	22.5	20.0	18.1	19.6
8	2.7	2.9	3.7	3.2
TOTAL	100.1	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	13.542	8	0.0945

Y094 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	482	565	962	2009
1	18.1	17.5	19.9	18.8
2	33.6	34.5	32.4	33.3
3	24.7	26.6	24.4	25.1
4	22.4	18.1	20.2	20.1
8	1.2	3.4	3.1	2.7
TOTAL	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	10.059	8	0.2609

## Y094 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1475	1574	1231	2001	1002	7283
1	21.4	20.8	20.2	18.6	21.8	20.3
2	30.0	31.6	28.6	31.6	33.7	31.1
3	25.0	24.0	26.1	25.5	24.3	25.0
4	20.6	20.6	21.0	19.9	15.9	19.8
8	3.1	3.1	4.1	4.5	4.4	3.8
TOTAL	100.1	100.1	100.0	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	29.334	16	0.0218

## Y094 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1092	1093	1075	1966	1810	7036
1	21.7	20.8	21.6	20.9	18.1	20.4
2	30.1	31.1	31.5	30.8	30.7	30.8
3	23.4	26.3	23.9	25.6	25.9	25.2
4	20.2	17.8	19.0	19.6	21.6	19.8
8	4.7	4.1	4.0	3.2	3.9	3.9
TOTAL	100.1	100.1	100.0	100.1	100.2	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	20.541	16	0.1968

## Y094 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3579	1779	658	957	283	7256
1	20.1	21.0	19.8	18.7	25.1	20.3
2	31.4	29.8	29.9	32.3	32.9	31.1
3	25.1	24.2	26.3	26.3	21.6	25.0
4	19.6	20.2	21.0	19.5	17.3	19.8
8	3.7	4.7	3.0	3.1	3.2	3.8
TOTAL	99.9	99.9	100.0	99.9	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	18.116	16	0.3171



X173 -- CABLE TV IN HOUSEHOLD

WAS THERE CABLE TV IN THE HOUSEHOLD WHERE YOU WERE  
LIVING BEFORE YOU ENTERED THE ARMY?

- 1 YES
- 2 NO
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A154 B154 C154 D127 TOTAL NPS SURVEYED IS 7,875

X173 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	868	1303	1857	4028
1	58.6	57.0	58.4	58.0
2	38.7	40.1	38.0	38.9
8	2.7	2.8	3.6	.3.1
TOTAL	100.0	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	3.285	4	0.5113

X173 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	501	587	987	2075
1	60.3	58.6	55.5	57.5
2	38.5	38.2	41.4	39.8
8	1.2	3.2	3.0	2.7
TOTAL	100.0	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	8.050	4	0.0898

## X173 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1516	1631	1273	2071	1041	7532
1	60.0	56.8	57.7	53.8	58.6	57.0
2	37.0	40.2	38.4	41.9	37.2	39.3
8	3.0	3.0	3.9	4.3	4.2	3.7
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	21.256	8	0.0065

## X173 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1129	1133	1115	2025	1878	7280
1	51.6	68.1	63.1	65.3	40.1	56.7
2	43.9	28.0	33.1	31.7	56.2	39.5
8	4.5	4.0	3.9	3.1	3.7	3.7
TOTAL	100.0	100.1	100.1	100.1	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	379.861	8	0.0001

## X173 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3681	1853	684	989	297	7504
1	56.8	57.2	57.5	57.9	56.2	57.1
2	39.7	38.3	39.6	39.0	40.7	39.3
8	3.6	4.5	2.9	3.0	3.0	3.7
TOTAL	100.1	100.0	100.0	99.9	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	7.327	8	0.5018

X747 -- WATCH CABLE ONLY:SPORTS PROGRAMMING

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON CABLE ONLY CHANNELS?

SPORTS PROGRAMMING ON CABLE ONLY CHANNELS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP
- 9 NO CABLE TV IN HOUSEHOLD

SURVEY ITEMS #: A155 B155 C155 D128 TOTAL NPS SURVEYED IS 7,875

X747 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	856	1290	1822	3968
1	18.2	15.9	16.8	16.8
2	25.2	23.8	23.7	24.0
3	9.5	10.0	10.0	9.9
4	5.1	6.9	7.1	6.6
8	2.7	2.9	3.6	3.2
9	39.3	40.5	38.8	39.4
TOTAL	100.0	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	9.041	10	0.5282

X747 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	491	579	974	2044
1	16.9	16.4	15.9	16.3
2	26.7	23.3	23.4	24.2
3	9.0	10.2	10.1	9.8
4	6.9	8.1	5.5	6.6
8	1.2	3.3	3.1	2.7
9	39.3	38.7	42.0	40.4
TOTAL	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	12.551	10	0.2499

## X747 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1493	1599	1255	2036	1021	7404
1	18.4	21.0	18.1	15.4	13.1	17.4
2	22.8	21.5	21.0	21.3	24.0	22.0
3	10.0	7.6	10.0	9.0	10.4	9.3
4	8.2	5.8	7.9	7.3	10.3	7.7
8	3.0	3.1	4.0	4.4	4.3	3.7
9	37.6	41.0	39.0	42.6	37.9	40.0
TOTAL	100.0	100.0	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	72.002	20	0.0001

## X747 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1109	1110	1096	1992	1857	7164
1	17.6	21.8	18.1	18.8	12.2	17.3
2	17.8	26.1	24.9	26.6	14.8	21.8
3	7.8	11.0	11.0	10.3	7.0	9.3
4	7.5	8.5	8.4	9.0	5.5	7.7
8	4.6	4.1	3.9	3.1	3.8	3.8
9	44.7	28.6	33.7	32.2	56.8	40.2
TOTAL	100.0	100.1	100.0	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	389.162	20	0.0001

## X747 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3625	1813	673	973	293	7377
1	17.3	17.9	17.5	17.2	16.4	17.4
2	22.3	21.7	21.8	22.4	17.8	22.0
3	9.5	8.7	8.9	9.2	11.6	9.3
4	6.9	7.9	8.5	8.5	9.9	7.7
8	3.6	4.6	3.0	3.1	3.1	3.7
9	40.3	39.2	40.3	39.7	41.3	40.0
TOTAL	99.9	100.0	100.0	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	19.168	20	0.5110

X748 -- WATCH CABLE ONLY:MOVIES W/OUT COMMERCIAL

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON CABLE ONLY CHANNELS?

MOVIES WITHOUT COMMERCIALS ON CABLE ONLY CHANNELS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP
- 9 NO CABLE TV IN HOUSEHOLD

SURVEY ITEMS #: A155 B155 C155 D128 TOTAL NPS SURVEYED IS 7,875

X748 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	860	1290	1840	3990
1	31.9	30.6	33.1	32.0
2	20.2	18.5	19.1	19.2
3	4.1	3.7	3.3	3.6
4	2.1	3.7	2.6	2.8
8	2.7	2.9	3.6	3.2
9	39.1	40.5	38.4	39.2
TOTAL	100.1	99.9	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	12.149	10	0.2752

X748 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	493	579	980	2052
1	30.6	30.7	30.3	30.5
2	19.3	20.0	17.9	18.8
3	5.7	4.0	4.2	4.5
4	4.1	3.3	2.9	3.3
8	1.2	3.3	3.1	2.7
9	39.2	38.7	41.7	40.3
TOTAL	100.1	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	10.855	10	0.3689

## X748 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1501	1612	1257	2045	1029	7444
1	32.8	33.5	31.7	29.9	26.2	31.1
2	20.2	16.9	19.1	17.0	24.0	18.9
3	3.3	3.7	3.3	3.5	3.7	3.5
4	3.3	2.2	3.0	2.9	4.2	3.0
8	3.0	3.0	4.0	4.4	4.3	3.7
9	37.4	40.7	38.9	42.4	37.6	39.8
TOTAL	100.0	100.0	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	60.798	20	0.0001

## X748 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1118	1119	1104	1995	1865	7201
1	31.7	39.0	36.1	34.0	19.8	31.1
2	14.4	21.6	20.8	22.5	14.5	18.8
3	2.0	4.2	3.0	4.7	2.7	3.4
4	3.0	2.9	2.8	3.6	2.6	3.0
8	4.6	4.0	3.9	3.1	3.8	3.8
9	44.4	28.3	33.4	32.1	56.6	40.0
TOTAL	100.1	100.0	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	407.673	20	0.0001

## X748 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3651	1823	676	973	294	7417
1	32.1	30.4	29.3	30.4	29.3	31.1
2	18.8	18.8	20.0	19.3	18.7	19.0
3	3.1	4.1	4.4	3.5	2.4	3.5
4	2.4	3.1	3.3	4.0	5.4	3.0
8	3.6	4.6	3.0	3.1	3.1	3.7
9	40.0	39.0	40.1	39.7	41.2	39.8
TOTAL	100.0	100.0	100.1	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	29.801	20	0.0731

X749 -- WATCH CABLE ONLY: MOVIES W/ COMMERCIALS

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON CABLE ONLY CHANNELS?

MOVIES WITH COMMERCIALS ON CABLE ONLY CHANNELS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP
- 9 NO CABLE TV IN HOUSEHOLD

SURVEY ITEMS #: A155 B155 C155 D128 TOTAL NPS SURVEYED IS 7,875

X749 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	853	1281	1818	3952
1	8.2	10.5	11.0	10.2
2	29.1	26.7	26.5	27.1
3	11.8	9.6	11.6	11.0
4	8.8	9.5	8.5	8.9
8	2.7	2.9	3.6	3.2
9	39.4	40.8	38.8	39.6
TOTAL	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	13.110	10	0.2176

X749 BY ACF/CASH INCENTIVES--DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	491	578	969	2038
1	8.8	12.3	9.6	10.2
2	28.9	23.0	26.5	26.1
3	12.0	10.9	10.4	10.9
4	9.8	11.8	8.2	9.6
8	1.2	3.3	3.1	2.7
9	39.3	38.8	42.2	40.5
TOTAL	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	19.798	10	0.0312

X749 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1477	1593	1252	2025	1016	7363
1	10.5	12.6	12.1	10.1	8.9	10.9
2	26.9	26.7	27.3	24.6	25.1	26.0
3	10.2	9.8	10.7	10.2	11.6	10.4
4	11.4	6.7	6.9	7.9	12.0	8.7
8	3.1	3.1	4.0	4.4	4.3	3.8
9	38.0	41.2	39.1	42.8	38.1	40.2
TOTAL	100.1	100.1	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	69.944	20	0.0001

X749 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1104	1105	1082	1984	1858	7133
1	12.7	12.4	8.8	12.9	7.8	10.8
2	18.8	32.1	31.0	31.4	17.7	25.9
3	8.8	12.9	11.4	11.2	8.0	10.3
4	10.1	9.9	10.8	9.1	6.0	8.8
8	4.6	4.1	4.0	3.1	3.8	3.8
9	44.9	28.7	34.1	32.3	56.8	40.4
TOTAL	99.9	100.1	100.1	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	415.172	20	0.0001

X749 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3601	1803	668	970	293	7335
1	11.3	11.0	11.4	8.6	12.3	10.9
2	25.6	26.0	28.4	26.6	25.3	26.1
3	10.9	9.8	8.2	11.6	7.9	10.4
4	7.9	9.1	8.4	10.4	10.2	8.7
8	3.7	4.7	3.0	3.1	3.1	3.8
9	40.5	39.4	40.6	39.8	41.3	40.2
TOTAL	99.9	100.0	100.0	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	29.561	20	0.0773



X750 -- WATCH CABLE ONLY: RERUNS OF OLD PROGRAMS

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON CABLE ONLY CHANNELS?

RERUNS OF OLD PROGRAMS ON CABLE ONLY CHANNELS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP
- 9 NO CABLE TV IN HOUSEHOLD

SURVEY ITEMS #: A155 B155 C155 D128 TOTAL NPS SURVEYED IS 7,875

X750 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	849	1279	1813	3941
1	11.1	10.3	10.3	10.5
2	24.4	21.5	25.2	23.8
3	14.5	16.8	15.0	15.5
4	7.8	7.6	7.0	7.3
8	2.7	2.9	3.6	3.2
9	39.6	40.9	38.9	39.7
TOTAL	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	10.667	10	0.3841

X750 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	492	570	967	2029
1	8.9	10.0	11.1	10.3
2	25.6	21.4	22.1	22.8
3	18.7	17.5	13.7	16.0
4	6.3	8.4	7.8	7.6
8	1.2	3.3	3.1	2.7
9	39.2	39.3	42.3	40.7
TOTAL	99.9	99.9	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	18.474	10	0.0475

X750 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1478	1590	1247	2021	1012	7348
1	11.8	12.3	12.7	10.5	8.4	11.2
2	23.5	21.8	23.2	23.3	22.6	22.9
3	15.6	14.9	13.8	12.1	16.1	14.3
4	8.1	6.7	7.1	6.7	10.3	7.6
8	3.0	3.1	4.0	4.4	4.4	3.8
9	38.0	41.3	39.2	42.9	38.2	40.3
TOTAL	100.0	100.1	100.0	99.9	100.0	100.1

STATISTIC VALUE D.F. PROB.  
CHISQUARE 53.652 20 0.0001

X750 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1101	1104	1088	1974	1849	7116
1	10.6	14.5	11.6	13.0	7.4	11.2
2	19.2	27.3	26.8	27.1	15.3	22.8
3	12.2	16.9	15.1	16.7	10.9	14.3
4	8.4	8.6	8.6	7.7	5.6	7.5
8	4.6	4.1	4.0	3.1	3.8	3.8
9	45.1	28.7	33.9	32.5	57.1	40.4
TOTAL	100.1	100.1	100.0	100.1	100.1	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 388.543 20 0.0001

X750 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3606	1790	665	966	294	7321
1	11.6	10.6	11.4	10.5	14.0	11.3
2	23.7	21.8	22.3	22.1	23.5	22.9
3	13.8	15.0	14.7	15.5	10.5	14.3
4	6.8	8.2	7.8	8.9	7.8	7.5
8	3.7	4.7	3.0	3.1	3.1	3.8
9	40.5	39.7	40.8	40.0	41.2	40.3
TOTAL	100.1	100.0	100.0	100.1	100.1	100.1

STATISTIC VALUE D.F. PROB.  
CHISQUARE 24.796 20 0.2093

X751 -- WATCH CABLE ONLY:MUSIC VIDEOS (NOT MTV)

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON CABLE ONLY CHANNELS?

MUSIC VIDEOS (NOT INCLUDING MTV) ON CABLE ONLY CHANNELS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP
- 9 NO CABLE TV IN HOUSEHOLD

SURVEY ITEMS #: A155 B155 C155 D128 TOTAL NPS SURVEYED IS 7,875

X751 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	859	1285	1821	3965
1	11.1	13.3	13.3	12.8
2	27.5	20.9	22.6	23.1
3	10.9	12.8	12.6	12.3
4	8.7	9.5	9.0	9.1
8	2.7	2.9	3.6	3.2
9	39.1	40.7	38.8	39.5
TOTAL	100.0	100.1	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	17.754	10	0.0593

X751 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	490	578	975	2043
1	10.2	15.1	12.8	12.8
2	23.1	19.9	23.7	22.5
3	14.7	13.2	9.5	11.8
4	11.4	9.9	8.9	9.8
8	1.2	3.3	3.1	2.7
9	39.4	38.8	42.0	40.4
TOTAL	100.0	100.2	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	24.288	10	0.0069

X751 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1488	1599	1253	2036	1018	7394
1	14.5	20.1	17.5	12.7	13.6	15.6
2	23.5	20.8	20.0	21.5	19.7	21.3
3	12.0	8.3	10.6	11.4	13.9	11.1
4	9.3	6.8	8.9	7.4	10.5	8.3
8	3.0	3.1	4.0	4.4	4.3	3.8
9	37.7	41.0	39.0	42.6	38.0	40.0
TOTAL	100.0	100.1	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	92.732	20	0.0001

X751 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1112	1113	1096	1986	1854	7161
1	17.1	21.3	13.7	16.9	10.6	15.5
2	16.0	24.1	25.3	26.3	14.4	21.1
3	9.4	13.6	12.4	12.9	7.7	11.0
4	8.4	8.5	11.0	8.5	6.7	8.4
8	4.6	4.0	3.9	3.1	3.8	3.8
9	44.6	28.5	33.7	32.3	56.9	40.2
TOTAL	100.1	100.0	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	424.267	20	0.0001

X751 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3624	1804	670	974	294	7366
1	15.7	17.0	19.0	11.5	11.6	15.6
2	22.2	21.0	19.0	21.6	16.3	21.3
3	10.7	10.1	10.6	12.9	16.0	11.1
4	7.5	7.9	8.1	11.3	11.9	8.3
8	3.6	4.7	3.0	3.1	3.1	3.7
9	40.3	39.4	40.5	39.6	41.2	40.0
TOTAL	100.0	100.1	100.2	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	64.646	20	0.0001

X752 -- WATCH CABLE ONLY:MTV

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON CABLE ONLY CHANNELS?

MTV - ON CABLE ONLY CHANNELS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP
- 9 NO CABLE TV IN HOUSEHOLD

SURVEY ITEMS #: A155 B155 C155 D128 TOTAL NPS SURVEYED IS 7,875

X752 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	853	1283	1825	3961
1	27.3	24.4	25.0	25.3
2	18.5	18.3	18.0	18.2
3	4.8	7.3	7.5	6.8
4	7.3	6.4	7.2	7.0
8	2.7	2.9	3.6	3.2
9	39.4	40.8	38.7	39.5
TOTAL	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	12.237	10	0.2695

X752 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	492	577	977	2046
1	23.0	24.1	25.2	24.3
2	18.1	16.3	17.5	17.3
3	8.5	9.9	5.7	7.6
4	10.0	7.6	6.7	7.7
8	1.2	3.3	3.1	2.7
9	39.2	38.8	41.9	40.4
TOTAL	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	21.189	10	0.0198

## X752 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1479	1592	1254	2042	1019	7386
1	24.5	23.6	23.3	24.8	26.0	24.4
2	17.6	17.5	17.5	17.4	17.9	17.6
3	7.1	7.4	8.1	5.6	6.8	6.9
4	9.8	7.2	8.2	5.3	7.1	7.4
8	3.0	3.1	4.0	4.4	4.3	3.8
9	37.9	41.2	39.0	42.5	38.0	40.1
TOTAL	99.9	100.0	100.1	100.0	100.1	100.2

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	48.616	20	0.0003

## X752 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1110	1112	1097	1978	1855	7152
1	22.6	31.5	28.1	27.2	16.0	24.4
2	16.0	20.8	21.0	19.8	11.9	17.5
3	5.4	9.0	6.9	8.6	4.6	6.9
4	6.8	6.2	6.5	9.0	6.9	7.3
8	4.6	4.1	3.9	3.1	3.8	3.8
9	44.7	28.5	33.6	32.4	56.9	40.2
TOTAL	100.1	100.1	100.0	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	407.699	20	0.0001

## X752 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3614	1809	669	973	294	7359
1	26.2	25.7	24.8	18.3	13.6	24.4
2	17.3	17.1	17.0	20.1	16.0	17.5
3	6.3	6.5	7.2	8.3	11.2	6.9
4	6.1	6.9	7.5	10.5	15.0	7.4
8	3.7	4.6	3.0	3.1	3.1	3.7
9	40.4	39.3	40.5	39.7	41.2	40.1
TOTAL	100.0	100.1	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	103.519	20	0.0001

X753 -- WATCH CABLE ONLY:NEWS

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON CABLE ONLY CHANNELS?

NEWS ON CABLE ONLY CHANNELS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP
- 9 NO CABLE TV IN HOUSEHOLD

SURVEY ITEMS #: A155 B155 C155 D128 TOTAL NPS SURVEYED IS 7,875

X753 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	856	1283	1820	3959
1	9.4	9.4	10.1	9.7
2	23.4	21.8	21.0	21.8
3	15.7	14.6	14.8	14.9
4	9.7	10.7	11.8	11.0
8	2.7	2.9	3.6	3.2
9	39.3	40.8	38.8	39.5
TOTAL	100.2	100.2	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	7.757	10	0.6525

X753 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	490	575	972	2037
1	10.8	10.1	9.2	9.8
2	23.7	20.9	22.4	22.3
3	14.9	15.1	13.7	14.4
4	10.0	11.7	9.6	10.3
8	1.2	3.3	3.1	2.7
9	39.4	39.0	42.1	40.6
TOTAL	100.0	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	10.489	10	0.3987

X753 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1484	1588	1251	2029	1012	7364
1	8.6	8.8	9.7	8.2	11.1	9.0
2	20.6	22.5	20.7	19.5	20.7	20.7
3	16.3	13.2	13.8	13.7	13.6	14.1
4	13.7	11.2	12.8	11.5	12.1	12.2
8	3.0	3.1	4.0	4.4	4.4	3.8
9	37.8	41.3	39.1	42.7	38.2	40.2
TOTAL	100.0	100.1	100.1	100.0	100.1	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 37.599 20 0.0099

X753 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1104	1103	1088	1986	1852	7133
1	9.6	12.9	9.7	9.7	5.5	9.1
2	17.6	24.6	24.9	24.9	13.1	20.7
3	11.4	15.7	15.4	16.7	10.9	14.0
4	11.9	14.1	12.2	13.2	9.8	12.1
8	4.6	4.1	4.0	3.1	3.8	3.8
9	44.9	28.7	33.9	32.3	57.0	40.4
TOTAL	100.0	100.1	100.1	99.9	100.1	100.1

STATISTIC VALUE D.F. PROB.  
CHISQUARE 400.720 20 0.0001

X753 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3612	1798	663	971	294	7338
1	8.4	8.6	9.5	9.8	16.0	9.1
2	20.5	20.6	20.1	21.4	24.5	20.8
3	15.0	13.5	14.3	14.7	5.8	14.1
4	12.1	13.1	12.2	11.2	9.5	12.1
8	3.7	4.7	3.0	3.1	3.1	3.8
9	40.4	39.5	40.9	39.8	41.2	40.2
TOTAL	100.1	100.0	100.0	100.0	100.1	100.1

STATISTIC VALUE D.F. PROB.  
CHISQUARE 48.734 20 0.0003



X754 -- WATCH CABLE ONLY:OTHER PROGRAMS

DID YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON CABLE ONLY CHANNELS?

OTHER PROGRAMS ON CABLE ONLY CHANNELS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 DIDN'T REGULARLY WATCH TV: VALID SKIP
- 9 NO CABLE TV IN HOUSEHOLD

SURVEY ITEMS #: A155 B155 C155 D128 TOTAL NPS SURVEYED IS 7,875

X754 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL
N=	856	1278	1826	3960
1	11.3	12.1	14.0	12.8
2	33.2	28.8	27.3	29.0
3	8.9	9.9	12.1	10.7
4	4.7	5.3	4.4	4.8
8	2.7	2.9	3.6	3.2
9	39.3	40.9	38.7	39.5
TOTAL	100.1	99.9	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	21.965	10	0.0153

X754 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL
N=	493	574	972	2039
1	10.8	12.2	12.8	12.1
2	31.2	26.8	29.0	28.9
3	12.8	12.7	8.4	10.7
4	4.9	5.9	4.6	5.1
8	1.2	3.3	3.1	2.7
9	39.2	39.0	42.1	40.5
TOTAL	100.1	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	19.431	10	0.0351

X754 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	1487	1590	1250	2030	1017	7374
1	13.1	15.9	13.8	12.9	12.3	13.7
2	30.6	26.3	28.1	25.3	28.1	27.4
3	10.4	9.4	10.6	10.0	11.2	10.2
4	5.2	4.0	4.3	4.7	6.0	4.8
8	3.0	3.1	4.0	4.4	4.3	3.8
9	37.7	41.3	39.1	42.7	38.1	40.1
TOTAL	100.0	100.0	99.9	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	41.679	20	0.0030

X754 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	1107	1108	1092	1982	1854	7143
1	14.5	18.0	13.6	14.7	9.1	13.6
2	23.5	32.8	32.4	31.9	18.4	27.3
3	7.5	12.0	11.3	12.8	7.6	10.3
4	5.1	4.6	5.0	5.2	4.2	4.8
8	4.6	4.1	3.9	3.1	3.8	3.8
9	44.8	28.6	33.8	32.3	56.9	40.3
TOTAL	100.0	100.1	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	400.117	20	0.0001

X754 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL
N=	3609	1803	668	973	293	7346
1	14.1	14.4	14.7	10.6	11.3	13.7
2	27.7	25.9	26.2	30.3	27.3	27.5
3	10.0	10.9	9.0	10.3	11.6	10.2
4	4.0	4.8	6.6	6.1	5.5	4.8
8	3.7	4.7	3.0	3.1	3.1	3.7
9	40.5	39.4	40.6	39.7	41.3	40.1
TOTAL	100.0	100.1	100.1	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	37.252	20	0.0109

X534 -- READ MAGAZINE: PEOPLE

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

PEOPLE

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X534 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL			
N=	819	1227	1749	3795	2		
A	5.9	5.2	4.9	5.2	X	DF	P
B	3.2	2.6	3.1	3.0	1.138	2	0.5662
C	17.1	16.8	13.6	15.4	0.859	2	0.6508
D	75.0	76.4	79.1	77.3	8.225	2	0.0164
					6.284	2	0.0432

X534 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL			
N=	477	548	939	1964	2		
A	4.4	4.7	5.6	5.1	X	DF	P
B	4.2	2.9	2.8	3.2	1.199	2	0.5491
C	18.0	14.1	19.3	17.5	2.238	2	0.3266
D	74.8	78.7	73.7	75.4	6.654	2	0.0359
					4.663	2	0.0971

## X534 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	1437	1517	1211	1942	979	7086	X	DF	P
A	6.2	6.5	5.9	7.0	5.0	6.3	4.734	4	0.3157
B	3.3	5.0	3.9	2.9	3.0	3.6	12.759	4	0.0125
C	15.5	16.7	15.2	15.9	17.1	16.1	2.268	4	0.6866
D	75.8	72.6	75.9	75.0	75.7	74.9	5.917	4	0.2055

## X534 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	1077	1066	1052	1938	1778	6911	X	DF	P
A	7.5	6.9	6.2	5.9	5.6	6.3	5.114	4	0.2758
B	5.2	4.6	3.3	2.5	3.4	3.6	17.877	4	0.0013
C	17.6	15.1	17.5	17.5	13.1	16.0	19.269	4	0.0007
D	70.6	74.4	74.1	74.9	78.5	74.9	23.309	4	0.0001

## X534 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL	2		
N=	3469	1725	646	943	276	7059	X	DF	P
A	5.9	6.6	7.1	5.3	9.8	6.3	9.116	4	0.0583
B	3.3	3.9	4.6	4.1	2.2	3.6	6.123	4	0.1902
C	14.5	15.5	18.7	18.8	23.2	16.0	25.683	4	0.0001
D	77.1	74.7	70.4	72.8	67.4	74.9	26.076	4	0.0001

X535 -- READ MAGAZINE: HOT ROD

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

HOT ROD

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X535 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL	2		
N=	826	1229	1755	3810	X	DF	P
A	8.5	10.2	10.2	9.8	2.145	2	0.3421
B	3.8	3.5	4.8	4.2	3.733	2	0.1547
C	20.3	16.0	17.4	17.6	6.393	2	0.0409
D	69.6	72.3	69.5	70.4	2.932	2	0.2309

X535 BY ACF/CASH INCENTIVES--DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL	2		
N=	477	550	943	1970	X	DF	P
A	7.1	10.9	9.2	9.2	4.381	2	0.1119
B	2.3	4.0	3.7	3.5	2.566	2	0.2772
C	15.1	17.8	18.1	17.3	2.182	2	0.3359
D	76.7	70.0	70.8	72.0	7.019	2	0.0299

## X535 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	1437	1515	1218	1961	981	7112	X	DF	P
A	11.0	11.2	10.6	11.3	8.8	10.7	5.050	4	0.2822
B	3.8	4.0	3.7	4.8	3.9	4.1	3.544	4	0.4712
C	15.4	16.2	16.3	17.4	15.0	16.2	3.997	4	0.4064
D	71.6	70.2	70.4	68.2	74.1	70.5	12.123	4	0.0165

## X535 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	1077	1072	1062	1942	1788	6941	X	DF	P
A	8.4	10.4	9.0	9.8	14.3	10.7	35.742	4	0.0001
B	2.8	3.9	5.3	3.6	4.7	4.1	11.454	4	0.0219
C	11.7	13.5	15.4	18.5	18.3	16.2	36.215	4	0.0001
D	78.0	73.8	72.3	69.8	64.2	70.6	70.956	4	0.0001

## X535 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL	2		
N=	3484	1735	650	943	273	7085	X	DF	P
A	11.4	13.0	10.3	6.7	2.9	10.7	44.632	4	0.0001
B	4.6	4.1	5.5	2.6	.4	4.1	20.768	4	0.0004
C	17.2	17.6	17.2	12.4	5.9	16.3	37.220	4	0.0001
D	69.0	66.4	67.9	79.2	91.6	70.5	112.606	4	0.0001

X536 -- READ MAGAZINE: SPORTS AFIELD

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

SPORTS AFIELD

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X536 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL	2		
N=	812	1212	1729	3753	X	DF	P
A	4.8	4.6	6.2	5.4	4.123	2	0.1272
B	3.1	3.2	3.1	3.1	0.035	2	0.9824
C	9.9	11.3	10.3	10.5	1.268	2	0.5305
D	83.3	81.9	81.6	82.0	1.100	2	0.5769

X536 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL	2		
N=	469	543	933	1945	X	DF	P
A	3.2	6.3	4.7	4.8	5.203	2	0.0742
B	2.1	3.1	3.5	3.1	2.065	2	0.3560
C	8.7	11.1	10.3	10.1	1.523	2	0.4669
D	86.6	80.3	82.4	82.8	7.168	2	0.0278

## X536 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	1417	1493	1202	1923	971	7006	X	DF	P
A	5.9	7.1	6.7	5.7	4.1	6.0	10.717	4	0.0299
B	3.5	4.1	2.7	3.5	2.2	3.3	8.800	4	0.0663
C	10.0	10.5	9.6	10.2	9.1	10.0	1.709	4	0.7891
D	81.4	79.2	82.0	81.4	85.5	81.6	15.545	4	0.0037

## X536 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	1062	1055	1045	1926	1756	6844	X	DF	P
A	4.5	5.0	4.8	5.6	8.4	6.0	27.726	4	0.0001
B	2.9	2.9	3.1	3.2	3.9	3.3	3.010	4	0.5562
C	7.5	9.0	9.2	10.1	11.9	9.8	15.788	4	0.0033
D	85.6	83.7	83.4	81.9	77.3	81.8	38.051	4	0.0001

## X536 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL	2		
N=	3427	1714	636	930	272	6979	X	DF	P
A	6.1	7.0	8.0	3.9	1.5	6.0	25.025	4	0.0001
B	3.4	3.2	4.3	2.9	1.8	3.3	4.386	4	0.3562
C	10.3	9.9	10.4	8.6	9.9	9.9	2.427	4	0.6578
D	81.1	81.1	78.1	85.1	87.1	81.6	18.806	4	0.0009



X537 -- READ MAGAZINE: OMNI

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

OMNI

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7.875

X537 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL		2	
N=	811	1213	1717	3741	X	DF	P
A	3.8	3.4	3.0	3.3	1.107	2	0.5749
B	2.2	2.3	2.2	2.2	0.077	2	0.9622
C	7.6	10.5	7.9	8.7	7.460	2	0.0240
D	86.9	84.9	87.4	86.5	3.987	2	0.1362

X537 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL		2	
N=	470	539	932	1941	X	DF	P
A	2.3	2.4	4.9	3.6	9.116	2	0.0105
B	3.4	2.2	2.5	2.6	1.540	2	0.4629
C	10.6	7.4	11.3	10.1	5.827	2	0.0543
D	84.9	88.1	82.3	84.5	8.941	2	0.0114

X537 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	1408	1491	1196	1917	958	6970	X	DF	P
A	3.2	2.2	3.6	2.0	2.9	2.7	9.735	4	0.0451
B	2.1	2.4	2.8	2.2	2.3	2.4	1.809	4	0.7709
C	8.5	6.6	7.5	7.0	9.3	7.6	8.125	4	0.0871
D	87.1	89.1	86.6	89.0	85.9	87.8	10.354	4	0.0349

X537 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	1059	1053	1044	1912	1743	6811	X	DF	P
A	3.7	2.9	4.1	2.2	1.7	2.7	20.207	4	0.0005
B	3.2	2.2	3.4	2.1	1.7	2.4	11.215	4	0.0242
C	9.9	8.1	9.5	6.5	6.4	7.7	20.116	4	0.0005
D	84.1	87.1	83.8	89.6	90.4	87.7	46.101	4	0.0001

X537 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL	2		
N=	3411	1697	637	927	272	6944	X	DF	P
A	2.4	3.0	3.5	2.5	3.3	2.7	3.253	4	0.5165
B	1.7	2.8	3.8	2.5	4.4	2.4	19.134	4	0.0007
C	6.2	7.7	8.2	11.0	12.5	7.7	33.598	4	0.0001
D	90.1	87.0	85.1	84.7	81.3	87.8	40.907	4	0.0001

X538 -- READ MAGAZINE: POPULAR MECHANICS

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

POPULAR MECHANICS

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X538 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL	2		
N=	807	1219	1734	3760	X	DF	P
A	5.8	5.3	6.3	5.9	1.396	2	0.4977
B	5.1	5.3	7.3	6.1	7.060	2	0.0293
C	11.9	12.6	13.0	12.6	0.582	2	0.7476
D	78.3	77.4	74.8	76.4	4.727	2	0.0941

X538 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL	2		
N=	473	545	930	1948	X	DF	P
A	5.3	5.9	6.8	6.2	1.311	2	0.5191
B	7.4	5.1	5.0	5.6	3.873	2	0.1442
C	11.6	14.7	13.2	13.2	2.052	2	0.3584
D	76.5	75.1	75.8	75.8	0.306	2	0.8580

## X538 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	1414	1486	1183	1921	972	6976	X	DF	P
A	6.6	5.9	7.1	5.7	5.4	6.1	4.117	4	0.3904
B	5.2	5.3	5.2	6.7	3.9	5.4	10.467	4	0.0333
C	12.7	12.9	11.4	12.7	12.2	12.4	1.638	4	0.8020
D	76.2	76.5	76.9	76.1	79.4	76.8	4.605	4	0.3303

## X538 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	1055	1055	1042	1911	1757	6820	X	DF	P
A	5.1	6.4	6.0	5.2	7.7	6.1	12.588	4	0.0135
B	3.8	5.4	5.0	5.1	6.9	5.4	13.574	4	0.0088
C	9.7	11.5	12.9	13.0	13.4	12.3	10.433	4	0.0337
D	82.0	77.4	77.0	77.5	73.1	77.0	30.435	4	0.0001

## X538 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL	2		
N=	3418	1701	631	933	266	6949	X	DF	P
A	6.1	6.9	7.9	4.3	2.3	6.1	17.969	4	0.0013
B	5.9	5.2	5.7	4.8	2.6	5.4	6.288	4	0.1786
C	12.5	13.2	13.2	11.3	10.9	12.5	2.893	4	0.5760
D	76.5	75.2	74.3	80.2	85.0	76.8	20.728	4	0.0004

X539 -- READ MAGAZINE: EBONY

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

EBONY

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X539 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL			
N=	806	1206	1717	3729	2	X	DF P
A	4.3	3.2	4.0	3.8	2.258	2	0.3234
B	2.9	2.3	2.9	2.7	0.885	2	0.6424
C	3.9	3.2	3.2	3.3	0.885	2	0.6424
D	89.7	91.9	90.7	90.9	2.828	2	0.2432

X539 BY ACF/CASH INCENTIVES--DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL			
N=	472	539	921	1932	2	X	DF P
A	2.3	4.3	4.5	3.9	4.060	2	0.1313
B	2.8	3.0	2.6	2.7	0.168	2	0.9195
C	2.5	3.9	4.0	3.6	2.104	2	0.3493
D	93.2	89.6	89.7	90.5	5.282	2	0.0713

X539 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	1413	1502	1190	1910	960	6975	X	DF	P
A	6.7	16.4	8.6	5.3	2.4	8.2	204.603	4	0.0001
B	4.0	8.5	4.8	2.9	1.4	4.4	91.782	4	0.0001
C	5.7	6.5	6.1	3.5	3.2	5.0	27.132	4	0.0001
D	84.5	70.4	81.8	89.0	93.2	83.4	295.685	4	0.0001

X539 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	1066	1048	1042	1922	1743	6821	X	DF	P
A	13.8	10.8	7.1	7.7	4.4	8.2	90.450	4	0.0001
B	6.9	5.8	5.2	3.6	2.4	4.4	40.788	4	0.0001
C	8.3	7.4	3.7	4.9	2.2	5.0	67.967	4	0.0001
D	72.2	77.4	84.9	84.9	91.5	83.5	211.756	4	0.0001

X539 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL	2		
N=	3401	1706	638	932	270	6947	X	DF	P
A	7.2	8.9	8.6	8.7	10.7	8.1	8.131	4	0.0869
B	3.7	4.8	6.3	4.2	6.7	4.4	12.943	4	0.0116
C	4.2	5.0	5.5	6.4	8.5	5.0	15.994	4	0.0030
D	85.9	82.3	79.9	81.8	76.3	83.5	33.629	4	0.0001

X540 -- READ MAGAZINE: TV GUIDE

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

TV GUIDE

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X540 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL			
N=	807	1224	1744	3775	2	X	DF P
A	13.1	15.3	15.4	14.9	2.500	2	0.2866
B	8.6	10.5	11.1	10.3	3.802	2	0.1494
C	13.4	12.2	14.0	13.3	2.075	2	0.3543
D	66.9	64.5	62.0	63.9	6.010	2	0.0496

X540 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL			
N=	475	548	929	1952	2	X	DF P
A	15.4	16.4	12.9	14.5	3.802	2	0.1494
B	11.4	8.9	8.9	9.5	2.465	2	0.2916
C	11.2	15.5	13.7	13.6	4.123	2	0.1273
D	65.1	61.7	66.1	64.6	2.992	2	0.2240

X540 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	1417	1507	1196	1925	977	7022	X	DF	P
A	19.7	19.6	13.9	14.4	14.6	16.5	35.418	4	0.0001
B	12.1	10.1	8.6	11.1	12.3	10.8	11.718	4	0.0196
C	16.0	15.3	13.1	12.2	14.1	14.1	12.526	4	0.0138
D	55.1	57.1	66.0	64.0	61.3	60.7	49.135	4	0.0001

X540 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	1069	1060	1047	1924	1767	6867	X	DF	P
A	17.5	15.2	15.0	17.9	16.3	16.6	6.673	4	0.1542
B	10.3	11.0	11.9	10.6	10.8	10.9	1.846	4	0.7640
C	13.8	14.9	12.7	15.0	13.0	14.0	5.293	4	0.2585
D	60.1	61.0	62.0	58.8	62.0	60.6	5.104	4	0.2768

X540 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL	2		
N=	3439	1710	640	935	270	6994	X	DF	P
A	16.5	16.6	18.0	15.0	18.5	16.5	3.398	4	0.4936
B	10.8	10.5	12.0	10.4	11.9	10.8	1.688	4	0.7930
C	13.3	13.2	14.2	15.5	22.6	14.0	20.669	4	0.0004
D	61.6	61.7	58.1	60.6	50.4	60.8	15.779	4	0.0033



X541 -- READ MAGAZINE: MOTOR TREND

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

MOTOR TREND

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X541 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL	2		
N=	813	1215	1733	3761	X	DF	P
A	6.3	6.5	7.3	6.8	1.131	2	0.5682
B	3.3	3.5	3.8	3.6	0.356	2	0.8369
C	14.4	14.1	13.3	13.8	0.721	2	0.6974
D	77.4	76.8	76.5	76.8	0.226	2	0.8932

X541 BY ACF/CASH INCENTIVES--DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL	2		
N=	466	544	931	1941	X	DF	P
A	5.8	5.7	6.6	6.1	0.556	2	0.7574
B	3.7	4.2	3.2	3.6	1.002	2	0.6060
C	13.7	13.4	14.5	14.0	0.373	2	0.8299
D	77.9	77.9	76.8	77.4	0.349	2	0.8401

## X541 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	1411	1494	1189	1922	969	6985	X	DF	P
A	8.2	8.6	6.6	7.0	6.0	7.4	8.926	4	0.0630
B	2.8	4.1	3.5	3.4	3.2	3.4	3.984	4	0.4081
C	13.5	13.3	11.4	13.5	13.2	13.1	3.472	4	0.4822
D	76.2	75.4	79.3	76.9	78.3	77.0	7.350	4	0.1185

## X541 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	1064	1051	1045	1912	1764	6836	X	DF	P
A	6.5	7.2	7.6	6.8	8.7	7.4	6.908	4	0.1408
B	3.1	3.4	3.1	2.9	4.4	3.4	7.232	4	0.1241
C	11.0	11.4	15.2	13.4	13.4	13.0	11.125	4	0.0252
D	80.4	78.7	75.3	78.1	74.0	77.1	20.524	4	0.0004

## X541 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL	2		
N=	3436	1693	637	930	263	6959	X	DF	P
A	8.0	8.7	7.2	4.8	.8	7.4	31.845	4	0.0001
B	3.2	3.7	4.9	3.6	.4	3.4	12.113	4	0.0165
C	13.4	13.4	13.8	11.8	9.9	13.1	4.340	4	0.3620
D	76.3	75.1	75.4	80.9	89.0	77.0	34.570	4	0.0001

X542 -- READ MAGAZINE: SPORTS ILLUSTRATED

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

SPORTS ILLUSTRATED

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X542 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL		2	
N=	823	1227	1747	3797		X	DF P
A	21.8	17.9	17.2	18.4		7.910	2 0.0192
B	12.8	10.2	9.9	10.6		5.155	2 0.0759
C	19.1	22.5	18.0	19.7		9.333	2 0.0094
D	50.3	52.5	57.6	54.4		14.779	2 0.0006

X542 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL		2	
N=	477	547	941	1965		X	DF P
A	16.1	17.7	17.2	17.1		0.472	2 0.7898
B	11.7	9.1	11.7	11.0		2.657	2 0.2649
C	23.7	18.7	21.3	21.1		3.909	2 0.1417
D	51.2	58.0	52.8	53.8		5.505	2 0.0638

## X542 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	1437	1520	1199	1932	975	7063	X	DF	P
A	19.7	25.4	19.2	18.4	12.5	19.5	65.510	4	0.0001
B	11.5	11.3	8.3	9.5	8.5	9.9	13.233	4	0.0102
C	20.4	17.2	16.2	16.7	20.3	18.0	14.528	4	0.0058
D	51.3	49.0	58.1	57.6	60.3	54.9	50.933	4	0.0001

## X542 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	1077	1056	1058	1939	1779	6909	X	DF	P
A	20.6	18.9	17.4	19.3	20.1	19.4	4.489	4	0.3439
B	10.5	10.9	10.8	9.8	8.3	9.8	7.869	4	0.0965
C	17.6	18.6	18.1	18.3	17.5	18.0	0.780	4	0.9411
D	53.3	53.9	56.6	55.1	56.1	55.1	3.750	4	0.4410

## X542 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL	2		
N=	3465	1723	645	934	268	7035	X	DF	P
A	20.4	20.9	20.0	14.8	13.4	19.5	23.523	4	0.0001
B	10.3	10.1	10.5	8.9	7.1	10.0	4.396	4	0.3550
C	17.3	16.9	19.4	19.9	23.5	18.0	11.108	4	0.0254
D	54.4	54.9	52.1	57.4	59.7	54.9	7.230	4	0.1242

X543 -- READ MAGAZINE: MECHANIX ILLUSTRATED

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

MECHANIX ILLUSTRATED

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X543 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL		2	
N=	803	1199	1719	3721		X	DF P
A	3.0	2.3	4.2	3.3		7.906	2 0.0192
B	2.0	1.7	3.1	2.4		6.758	2 0.0341
C	6.2	7.5	7.3	7.2		1.344	2 0.5106
D	89.3	88.8	86.0	87.6		7.923	2 0.0190

X543 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL		2	
N=	467	539	920	1926		X	DF P
A	2.8	4.6	3.4	3.6		2.723	2 0.2563
B	2.4	2.2	2.1	2.2		0.130	2 0.9372
C	6.2	9.5	6.3	7.2		5.940	2 0.0513
D	88.7	85.0	88.7	87.6		4.930	2 0.0850

## X543 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	1407	1475	1187	1898	958	6925	X	DF	P
A	4.3	4.1	4.0	3.7	2.5	3.8	5.890	4	0.2075
B	2.9	2.6	2.1	3.2	1.8	2.6	6.550	4	0.1617
C	7.1	7.2	6.7	7.8	6.3	7.1	2.780	4	0.5953
D	86.2	86.7	87.5	85.7	89.8	86.9	10.297	4	0.0357

## X543 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	1057	1048	1028	1904	1742	6779	X	DF	P
A	3.2	4.0	4.3	2.5	5.3	3.9	21.243	4	0.0003
B	2.5	2.1	2.5	2.9	2.9	2.7	2.556	4	0.6347
C	5.3	6.3	5.5	8.1	8.2	7.0	16.165	4	0.0028
D	89.3	88.0	88.2	87.0	84.0	86.9	21.096	4	0.0003

## X543 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL	2		
N=	3394	1684	627	928	266	6899	X	DF	P
A	3.9	4.0	4.6	2.7	2.6	3.8	5.662	4	0.2259
B	2.5	2.9	3.2	2.8	1.1	2.6	3.864	4	0.4247
C	6.9	7.1	7.7	7.8	6.8	7.1	1.096	4	0.8949
D	87.1	86.5	84.9	87.3	90.2	86.9	5.457	4	0.2435

X544 -- READ MAGAZINE: TIME

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

TIME

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X544 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL		2	
N=	811	1223	1739	3773	X	DF	P
A	12.7	14.2	10.9	12.4	6.992	2	0.0303
B	9.6	10.0	9.5	9.7	0.199	2	0.9054
C	16.9	19.7	16.0	17.4	6.890	2	0.0319
D	62.3	58.9	65.6	62.7	13.786	2	0.0010

X544 BY ACF/CASH INCENTIVES--DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL		2	
N=	475	544	935	1954	X	DF	P
A	11.6	9.7	15.0	12.7	9.193	2	0.0101
B	10.7	8.1	10.4	9.8	2.616	2	0.2703
C	23.2	15.4	18.8	18.9	9.852	2	0.0073
D	57.7	68.0	58.1	60.8	16.719	2	0.0002

## X544 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	1432	1488	1193	1922	976	7011	X	DF	P
A	14.0	11.7	11.6	11.2	12.2	12.1	6.949	4	0.1386
B	10.2	9.8	8.1	8.6	10.4	9.3	6.154	4	0.1879
C	18.2	17.0	16.8	15.6	17.4	16.9	4.478	4	0.3451
D	59.4	62.9	65.6	66.0	62.3	63.4	18.495	4	0.0010

## X544 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	1071	1057	1056	1923	1758	6865	X	DF	P
A	14.0	12.8	13.3	12.0	10.2	12.2	11.120	4	0.0252
B	10.5	11.5	12.0	8.1	7.5	9.4	26.676	4	0.0001
C	18.0	16.5	16.5	16.7	16.4	16.8	1.527	4	0.8218
D	59.0	61.4	60.8	65.1	66.9	63.4	25.459	4	0.0001

## X544 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL	2		
N=	3432	1699	641	940	272	6984	X	DF	P
A	11.7	11.5	12.5	12.9	17.7	12.1	9.661	4	0.0465
B	9.1	9.9	9.7	9.3	8.8	9.4	1.030	4	0.9052
C	15.5	15.8	17.8	20.3	26.5	16.9	32.299	4	0.0001
D	65.4	64.3	61.0	59.8	51.5	63.4	30.126	4	0.0001



X545 -- READ MAGAZINE: NEWSWEEK

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

NEWSWEEK

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X545 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL		2	
N=	810	1214	1732	3756	X	DF	P
A	11.5	11.8	8.8	10.4	8.077	2	0.0176
B	7.2	7.3	6.1	6.7	2.172	2	0.3376
C	13.0	16.8	15.0	15.1	5.655	2	0.0591
D	69.6	66.3	71.7	69.5	9.615	2	0.0082

X545 BY ACF/CASH INCENTIVES--DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL		2	
N=	473	541	937	1951	X	DF	P
A	10.2	7.6	11.9	10.3	6.797	2	0.0334
B	8.9	5.9	7.8	7.5	3.353	2	0.1870
C	20.1	13.9	15.4	16.1	7.937	2	0.0189
D	63.4	73.9	66.8	68.0	13.915	2	0.0010

## X545 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	1427	1483	1184	1912	972	6978	X	DF	P
A	9.6	9.3	9.7	9.7	10.2	9.7	0.531	4	0.9704
B	6.7	6.7	5.7	5.6	6.6	6.2	3.304	4	0.5083
C	15.6	13.5	15.0	12.9	14.7	14.2	6.342	4	0.1750
D	69.2	71.8	71.0	72.7	70.2	71.2	5.583	4	0.2325

## X545 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	1062	1056	1047	1910	1757	6832	X	DF	P
A	11.0	10.5	8.9	9.1	9.6	9.7	4.457	4	0.3477
B	5.5	7.9	7.6	5.3	5.9	6.2	11.845	4	0.0185
C	14.2	14.1	15.0	14.6	13.0	14.1	2.679	4	0.6129
D	70.2	69.4	70.1	72.0	72.4	71.2	4.603	4	0.3306

## X545 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL	2		
N=	3415	1700	635	929	272	6951	X	DF	P
A	9.5	9.6	9.6	9.3	12.9	9.6	3.475	4	0.4817
B	5.8	7.2	5.4	6.9	5.2	6.2	5.937	4	0.2039
C	12.7	14.3	15.0	15.9	25.0	14.2	35.402	4	0.0001
D	73.2	70.1	71.3	69.2	59.6	71.2	27.348	4	0.0001

X546 -- READ MAGAZINE: JET

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

JET

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X546 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL	2		
N=	803	1199	1714	3716	X	DF	P
A	5.0	4.3	4.8	4.7	0.571	2	0.7518
B	2.4	2.0	2.2	2.2	0.320	2	0.8520
C	4.5	3.3	3.5	3.6	2.239	2	0.3264
D	89.0	91.2	90.3	90.3	2.463	2	0.2918

X546 BY ACF/CASH INCENTIVES--DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL	2		
N=	468	535	920	1923	X	DF	P
A	4.9	4.9	4.8	4.8	0.013	2	0.9937
B	.9	2.4	2.4	2.0	4.289	2	0.1172
C	3.6	3.4	4.6	4.0	1.491	2	0.4745
D	92.1	90.3	89.0	90.1	3.310	2	0.1911

X546 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	1412	1492	1178	1903	955	6940	X	DF	P
A	7.7	19.9	10.2	6.1	3.4	9.7	255.973	4	0.0001
B	3.4	6.1	3.7	2.5	1.4	3.5	48.265	4	0.0001
C	5.7	6.4	5.8	3.3	4.0	5.0	23.145	4	0.0001
D	83.8	70.0	81.8	88.8	91.6	82.9	275.160	4	0.0001

X546 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	1060	1046	1037	1910	1742	6795	X	DF	P
A	16.5	11.7	9.0	9.0	5.6	9.7	95.597	4	0.0001
B	5.9	4.8	3.2	3.1	1.7	3.5	41.823	4	0.0001
C	6.6	6.9	5.3	4.9	2.8	5.0	32.319	4	0.0001
D	71.7	78.4	83.7	84.4	90.6	83.0	185.493	4	0.0001

X546 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL	2		
N=	3397	1686	633	929	267	6912	X	DF	P
A	8.7	10.4	10.4	10.9	12.0	9.7	8.574	4	0.0727
B	3.2	4.1	3.8	3.6	3.4	3.5	3.165	4	0.5307
C	4.4	4.9	6.3	5.2	8.6	5.0	12.225	4	0.0158
D	84.8	81.7	80.1	81.6	79.0	83.0	18.026	4	0.0012

X547 -- READ MAGAZINE: CAR & DRIVER

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

CAR & DRIVER

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X547 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL			
N=	815	1211	1728	3754	2	X	DF P
A	6.6	7.9	7.4	7.4	1.204	2	0.5478
B	3.8	4.0	2.7	3.4	4.038	2	0.1328
C	12.2	13.1	14.5	13.6	2.954	2	0.2284
D	78.8	76.2	76.3	76.8	2.224	2	0.3288

X547 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL			
N=	470	540	931	1941	2	X	DF P
A	6.4	7.0	7.2	7.0	0.327	2	0.8491
B	3.8	3.0	3.9	3.6	0.892	2	0.6401
C	14.7	14.6	13.0	13.9	1.114	2	0.5728
D	76.6	76.3	77.1	76.8	0.140	2	0.9322

X547 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	1416	1483	1189	1919	964	6971	X	DF	P
A	8.3	9.3	8.2	7.5	6.1	8.0	8.902	4	0.0636
B	3.3	3.0	3.5	3.2	2.4	3.1	2.527	4	0.6397
C	12.0	12.5	11.1	10.8	13.2	11.8	4.718	4	0.3175
D	77.3	76.3	78.1	79.3	79.1	78.0	5.318	4	0.2562

X547 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	1068	1048	1032	1918	1765	6831	X	DF	P
A	7.9	8.4	8.6	6.8	8.7	8.0	5.961	4	0.2021
B	3.7	3.2	3.3	2.6	3.2	3.1	3.256	4	0.5160
C	10.8	10.8	11.7	12.2	12.2	11.7	2.622	4	0.6230
D	78.8	78.4	77.2	79.4	76.4	78.1	5.559	4	0.2346

X547 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL	2		
N=	3426	1687	636	931	266	6946	X	DF	P
A	8.8	8.6	7.7	5.4	1.5	7.9	28.378	4	0.0001
B	2.8	3.9	3.9	2.8	1.1	3.1	9.176	4	0.0568
C	12.3	11.8	12.0	11.0	8.3	11.8	4.707	4	0.3187
D	77.0	76.5	77.4	81.7	89.5	78.0	32.310	4	0.0001

X548 -- READ MAGAZINE: SPORT

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

SPORT

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X548 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL			
N=	805	1204	1719	3728	2	X	DF P
A	8.7	7.0	6.5	7.1	4.000	2	0.1353
B	3.0	3.2	2.5	2.8	1.466	2	0.4805
C	10.2	10.8	9.1	9.9	2.475	2	0.2901
D	79.5	79.8	82.5	81.0	4.741	2	0.0934

X548 BY ACF/CASH INCENTIVES--DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL			
N=	468	535	923	1926	2	X	DF P
A	6.2	7.5	7.2	7.0	0.682	2	0.7111
B	2.6	2.2	2.9	2.7	0.628	2	0.7304
C	11.1	10.7	11.1	11.0	0.070	2	0.9656
D	81.6	80.4	79.9	80.4	0.623	2	0.7323

## X548 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	1410	1491	1186	1905	960	6952	X	DF	P
A	9.9	14.0	10.0	9.4	4.4	9.9	60.862	4	0.0001
B	3.6	3.6	2.7	3.2	1.7	3.1	9.932	4	0.0416
C	11.1	12.1	10.4	8.7	9.0	10.2	13.811	4	0.0079
D	76.4	71.2	77.7	79.4	85.3	77.6	72.237	4	0.0001

## X548 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	1057	1047	1037	1913	1754	6808	X	DF	P
A	11.6	9.7	9.1	9.6	9.4	9.8	5.147	4	0.2726
B	3.8	3.0	2.9	2.4	3.3	3.0	4.992	4	0.2881
C	10.4	11.3	10.0	9.6	9.8	10.1	2.463	4	0.6512
D	74.9	76.9	78.9	79.0	78.3	77.9	8.242	4	0.0831

## X548 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL	2		
N=	3406	1696	634	925	265	6926	X	DF	P
A	9.4	11.9	11.7	8.2	4.2	9.9	23.719	4	0.0001
B	3.1	2.7	4.3	3.8	1.1	3.1	8.867	4	0.0645
C	9.3	10.4	13.3	10.7	12.5	10.3	10.922	4	0.0275
D	79.1	75.9	71.3	77.7	82.6	77.6	25.416	4	0.0001



X549 -- READ MAGAZINE: LIFE

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

LIFE

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X549 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL			
N=	799	1198	1716	3713	2	X	DF P
A	5.9	4.8	4.4	4.9	2.528	2	0.2826
B	4.6	3.2	2.9	3.4	5.146	2	0.0763
C	9.3	14.7	10.5	11.6	17.511	2	0.0002
D	81.0	78.4	82.8	81.0	8.984	2	0.0112

X549 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL			
N=	469	534	920	1923	2	X	DF P
A	3.6	4.3	6.4	5.2	6.017	2	0.0494
B	3.4	3.2	3.7	3.5	0.273	2	0.8723
C	13.4	12.0	12.8	12.7	0.482	2	0.7857
D	80.6	81.1	77.8	79.4	2.733	2	0.2550

## X549 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	1400	1467	1179	1904	960	6910	X	DF	P
A	5.7	6.2	4.6	5.9	4.6	5.5	5.511	4	0.2388
B	3.6	4.6	3.1	2.5	3.8	3.5	12.062	4	0.0169
C	12.6	12.4	13.4	11.3	10.9	12.1	4.622	4	0.3284
D	78.7	77.6	79.6	81.0	81.5	79.7	8.618	4	0.0714

## X549 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	1050	1046	1040	1900	1736	6772	X	DF	P
A	6.5	6.7	5.7	4.7	4.9	5.5	8.521	4	0.0743
B	3.9	3.8	4.6	2.4	3.7	3.5	11.285	4	0.0235
C	11.7	12.8	11.6	12.5	11.6	12.1	1.452	4	0.8351
D	78.7	77.2	79.4	81.4	80.2	79.7	8.530	4	0.0740

## X549 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL	2		
N=	3387	1677	632	923	265	6884	X	DF	P
A	5.2	6.4	5.7	4.4	6.4	5.5	5.922	4	0.2051
B	3.4	2.8	4.4	4.4	2.6	3.5	7.195	4	0.1259
C	10.3	13.0	13.9	14.2	18.5	12.1	27.436	4	0.0001
D	81.8	78.8	76.4	77.1	74.3	79.7	23.021	4	0.0001

X550 -- READ MAGAZINE: FIELD AND STREAM

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

FIELD AND STREAM

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X550 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL			
N=	807	1211	1733	3751	2		
A	7.8	9.4	10.9	9.7	X	DF	P
B	5.7	7.1	6.9	6.7	6.003	2	0.0497
C	13.0	12.2	13.4	13.0	1.682	2	0.4314
D	75.0	73.0	70.5	72.3	0.949	2	0.6222
					5.922	2	0.0518

X550 BY ACF/CASH INCENTIVES--DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL			
N=	469	540	926	1935	2		
A	9.0	10.6	8.0	8.9	X	DF	P
B	6.6	5.2	6.9	6.4	2.755	2	0.2522
C	11.1	15.0	13.7	13.4	1.774	2	0.4118
D	75.1	70.4	73.0	72.8	3.422	2	0.1807
					2.828	2	0.2432

X550 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	1408	1486	1187	1918	965	6964	X	DF	P
A	9.9	9.3	10.0	9.8	7.4	9.4	5.943	4	0.2035
B	7.5	6.6	5.0	7.2	4.3	6.3	16.358	4	0.0026
C	11.8	13.1	12.1	12.2	10.9	12.1	2.769	4	0.5972
D	72.1	72.8	73.7	72.4	78.5	73.5	15.267	4	0.0042

X550 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	1058	1046	1038	1921	1765	6828	X	DF	P
A	5.1	8.1	7.0	8.6	14.9	9.4	96.185	4	0.0001
B	4.5	4.3	5.9	5.8	9.3	6.3	40.454	4	0.0001
C	6.3	11.2	10.6	14.0	14.7	12.0	54.000	4	0.0001
D	85.4	76.8	77.1	73.3	62.8	73.6	194.570	4	0.0001

X550 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL	2		
N=	3416	1693	635	929	265	6938	X	DF	P
A	10.2	10.8	9.9	5.7	1.9	9.4	38.968	4	0.0001
B	7.1	6.3	7.1	4.3	1.5	6.3	20.965	4	0.0003
C	12.4	11.2	14.0	10.9	14.3	12.1	6.228	4	0.1828
D	71.8	73.0	70.1	80.1	83.4	73.5	43.402	4	0.0001

X551 -- READ MAGAZINE: POPULAR SCIENCE

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

POPULAR SCIENCE

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X551 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL			
N=	798	1197	1726	3721			
A	5.4	4.9	5.6	5.3	0.571	2	0.7515
B	3.4	4.1	3.9	3.8	0.666	2	0.7166
C	8.5	9.8	8.9	9.1	1.098	2	0.5776
D	83.6	82.0	82.6	82.6	0.885	2	0.6425

X551 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL			
N=	467	537	921	1925			
A	4.9	3.9	6.1	5.2	3.334	2	0.1888
B	5.1	3.2	4.0	4.1	2.508	2	0.2854
C	9.9	10.4	10.1	10.1	0.094	2	0.9542
D	81.4	83.6	80.6	81.6	2.124	2	0.3458

## X551 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	1406	1472	1175	1907	954	6914	X	DF	P
A	5.8	5.2	5.7	4.5	3.1	4.9	11.309	4	0.0233
B	3.2	3.2	4.0	4.0	2.8	3.5	4.531	4	0.3389
C	9.0	8.7	9.2	8.1	7.9	8.6	1.972	4	0.7410
D	82.6	83.6	82.0	83.9	86.8	83.6	10.579	4	0.0317

## X551 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	1051	1046	1039	1902	1744	6782	X	DF	P
A	4.2	5.6	4.9	4.2	6.0	5.0	8.700	4	0.0691
B	3.7	4.5	3.1	2.9	3.8	3.5	6.186	4	0.1857
C	6.9	8.1	8.5	9.5	8.8	8.5	6.344	4	0.1749
D	86.0	82.4	83.6	84.1	82.3	83.6	7.876	4	0.0962

## X551 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL	2		
N=	3401	1676	628	920	263	6888	X	DF	P
A	5.1	5.3	6.1	3.7	3.0	4.9	7.151	4	0.1281
B	3.4	3.9	4.6	2.3	3.4	3.5	7.113	4	0.1300
C	8.1	8.8	8.3	9.4	10.7	8.6	3.269	4	0.5139
D	84.0	82.6	82.0	85.2	84.0	83.6	4.438	4	0.3500

X552 -- READ MAGAZINE: READER'S DIGEST

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

READER'S DIGEST

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X552 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL		2	
N=	797	1208	1721	3726	X	DF	P
A	9.0	8.9	7.9	8.5	1.385	2	0.5004
B	13.7	15.7	12.6	13.8	6.035	2	0.0489
C	7.0	8.1	6.9	7.3	1.635	2	0.4415
D	72.4	69.7	74.6	72.5	8.377	2	0.0152

X552 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL		2	
N=	472	533	919	1924	X	DF	P
A	8.1	7.5	8.4	8.1	0.348	2	0.8403
B	13.8	10.9	14.7	13.4	4.284	2	0.1174
C	9.1	6.6	7.6	7.7	2.295	2	0.3174
D	71.0	76.4	71.4	72.7	5.104	2	0.0779

## X552 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	1406	1477	1178	1907	960	6928	X	DF	P
A	8.5	8.7	9.3	8.2	6.4	8.3	6.892	4	0.1417
B	12.7	10.8	11.3	12.1	10.3	11.6	4.759	4	0.3130
C	8.2	9.1	7.4	7.3	7.7	7.9	4.379	4	0.3571
D	72.1	73.3	74.0	74.5	77.3	74.1	8.678	4	0.0697

## X552 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	1051	1050	1038	1907	1749	6795	X	DF	P
A	7.8	7.9	7.1	8.4	9.8	8.4	7.314	4	0.1202
B	8.4	11.9	12.7	11.3	13.2	11.6	16.291	4	0.0027
C	8.0	7.1	7.2	8.9	7.5	7.8	4.540	4	0.3378
D	77.0	75.1	75.1	73.5	71.6	74.0	11.733	4	0.0195

## X552 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL	2		
N=	3399	1674	631	930	268	6902	X	DF	P
A	8.3	7.5	9.7	7.1	13.8	8.3	15.328	4	0.0041
B	11.7	10.9	11.7	10.8	16.0	11.6	6.625	4	0.1571
C	6.5	8.4	8.9	9.6	15.3	7.9	34.070	4	0.0001
D	75.3	74.7	71.8	74.2	60.5	74.1	30.633	4	0.0001



X553 -- READ MAG:READER'S DIGEST SPANISH LANG.

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

READER'S DIGEST-SPANISH LANGUAGE

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X553 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL			
N=	802	1199	1708	3709	2	X	DF P
A	.8	.7	.4	.6	1.431	2	0.4890
B	.6	.3	.2	.4	2.382	2	0.3039
C	.9	.8	.5	.7	1.684	2	0.4308
D	97.8	98.3	98.9	98.4	4.948	2	0.0842

X553 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL			
N=	467	536	918	1921	2	X	DF P
A	.6	.6	.9	.7	0.518	2	0.7717
B	.4	.2	.5	.4	1.048	2	0.5920
C	.4	.4	1.1	.7	3.169	2	0.2050
D	98.5	98.9	97.5	98.1	4.007	2	0.1348

## X553 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	1393	1473	1173	1901	948	6888	X	DF	P
A	.6	1.4	1.3	.5	.3	.8	15.433	4	0.0039
B	.7	1.0	.9	.4	.4	.7	6.477	4	0.1663
C	1.2	2.0	1.5	1.2	.7	1.4	8.669	4	0.0699
D	97.6	95.9	96.3	98.1	98.5	97.3	24.692	4	0.0001

## X553 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	1050	1042	1031	1898	1738	6759	X	DF	P
A	1.8	.6	.7	.6	.6	.8	16.129	4	0.0029
B	.9	.6	1.1	.5	.7	.7	4.020	4	0.4033
C	2.6	1.6	1.2	.8	1.0	1.3	18.805	4	0.0009
D	94.9	97.2	97.3	98.3	97.8	97.3	32.385	4	0.0001

## X553 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL	2		
N=	3378	1675	625	921	264	6863	X	DF	P
A	.6	1.0	1.0	.9	1.9	.8	7.251	4	0.1232
B	.4	1.0	1.1	.5	1.1	.7	8.367	4	0.0790
C	1.3	1.2	1.6	1.7	1.5	1.4	1.833	4	0.7665
D	97.8	96.9	96.5	97.0	95.8	97.3	8.910	4	0.0634

X554 -- READ MAGAZINE: DISCOVER

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

DISCOVER

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X554 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL		2	
N=	804	1201	1714	3719	X	DF	P
A	3.0	3.4	2.8	3.0	0.912	2	0.6339
B	2.6	2.3	2.4	2.4	0.171	2	0.9180
C	4.7	7.6	5.5	6.0	8.422	2	0.0148
D	90.2	87.4	89.9	89.1	5.415	2	0.0667

X554 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL		2	
N=	468	537	920	1925	X	DF	P
A	2.8	2.1	4.0	3.2	4.611	2	0.0997
B	3.2	1.9	2.5	2.5	1.855	2	0.3955
C	6.6	4.5	7.4	6.4	4.897	2	0.0864
D	87.8	91.8	87.1	88.6	7.874	2	0.0195

## X554 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	1401	1466	1178	1903	949	6897	X	DF	P
A	3.4	2.7	3.8	2.2	1.9	2.8	11.859	4	0.0184
B	2.1	1.8	2.6	2.2	1.7	2.1	2.818	4	0.5887
C	6.4	5.9	6.6	5.2	6.5	6.0	3.858	4	0.4255
D	89.0	89.9	87.3	90.7	90.3	89.5	10.206	4	0.0371

## X554 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	1051	1041	1034	1900	1745	6771	X	DF	P
A	2.7	3.0	3.7	2.7	2.3	2.8	4.795	4	0.3090
B	1.8	2.3	3.0	1.7	2.0	2.1	6.008	4	0.1985
C	8.7	6.4	6.4	5.0	5.2	6.0	19.213	4	0.0007
D	87.4	88.5	87.5	91.0	90.9	89.5	18.335	4	0.0011

## X554 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL	2		
N=	3378	1681	625	923	264	6871	X	DF	P
A	2.7	3.0	2.9	2.6	3.0	2.8	0.680	4	0.9538
B	1.9	2.3	2.7	1.4	3.4	2.1	6.295	4	0.1781
C	5.5	5.9	7.2	7.2	8.0	6.1	7.131	4	0.1291
D	90.5	89.1	87.5	89.2	86.4	89.5	9.216	4	0.0559

X555 -- READ MAGAZINE: NATIONAL GEOGRAPHIC

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

NATIONAL GEOGRAPHIC

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X555 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL		2	
N=	804	1206	1712	3722	X	DF	P
A	7.2	7.6	6.8	7.2	0.547	2	0.7608
B	9.3	10.5	9.0	9.5	1.782	2	0.4102
C	10.1	8.5	8.8	9.0	1.636	2	0.4414
D	74.8	75.5	77.3	76.1	2.385	2	0.3035

X555 BY ACF/CASH INCENTIVES--DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL		2	
N=	470	536	922	1928	X	DF	P
A	7.2	5.6	8.8	7.5	5.027	2	0.0810
B	10.9	6.9	10.7	9.7	6.632	2	0.0363
C	11.5	9.3	9.4	9.9	1.749	2	0.4171
D	72.1	78.9	73.1	74.5	7.844	2	0.0198

## X555 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	1406	1472	1178	1897	959	6912	X	DF	P
A	7.1	7.4	6.2	5.6	7.1	6.6	5.653	4	0.2266
B	7.8	8.4	7.9	7.2	10.4	8.2	9.267	4	0.0548
C	8.3	9.5	11.5	7.0	9.8	8.9	20.464	4	0.0004
D	78.2	76.0	76.2	81.5	74.1	77.7	27.290	4	0.0001

## X555 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	1053	1048	1035	1903	1747	6786	X	DF	P
A	5.9	6.6	6.5	6.3	7.6	6.6	3.722	4	0.4449
B	7.1	7.6	11.3	6.7	8.7	8.1	21.512	4	0.0003
C	8.3	9.1	9.4	9.2	8.6	8.9	1.192	4	0.8795
D	79.9	78.2	74.7	79.1	76.5	77.8	11.955	4	0.0177

## X555 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL	2		
N=	3387	1682	624	926	267	6886	X	DF	P
A	6.3	7.4	5.5	5.9	9.4	6.6	7.645	4	0.1055
B	8.3	8.0	8.0	7.3	10.9	8.2	3.558	4	0.4692
C	8.1	9.2	10.1	9.7	13.5	9.0	11.794	4	0.0189
D	78.8	76.8	77.4	78.5	68.5	77.7	16.336	4	0.0026

X556 -- READ MAGAZINE: ROAD & TRACK

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

ROAD & TRACK

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X556 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL		2	
N=	808	1198	1708	3714	X	DF	P
A	6.6	6.9	6.7	6.8	0.107	2	0.9477
B	2.9	2.3	2.2	2.4	1.019	2	0.6009
C	11.3	11.5	10.8	11.1	0.418	2	0.8114
D	80.6	80.4	81.3	80.9	0.456	2	0.7960

X556 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL		2	
N=	464	539	922	1925	X	DF	P
A	5.8	6.1	6.7	6.3	0.485	2	0.7847
B	2.4	2.4	3.2	2.8	1.018	2	0.6012
C	8.6	11.5	12.3	11.2	4.196	2	0.1227
D	83.8	81.3	79.4	81.0	3.995	2	0.1357

X556 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	1403	1461	1181	1897	949	6891	X	DF	P
A	8.3	8.2	7.4	6.4	5.8	7.3	9.637	4	0.0470
B	2.1	2.7	2.7	2.5	2.0	2.4	2.001	4	0.7356
C	10.0	9.5	9.1	10.2	11.4	10.0	3.580	4	0.4658
D	80.3	80.7	81.4	81.6	82.0	81.1	1.590	4	0.8106

X556 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	1049	1047	1027	1900	1744	6767	X	DF	P
A	6.5	8.0	7.1	6.4	8.3	7.3	6.446	4	0.1682
B	2.5	2.7	3.2	1.7	2.4	2.4	7.510	4	0.1113
C	7.9	9.1	12.2	10.0	10.2	9.9	11.575	4	0.0208
D	84.0	81.2	78.9	82.6	79.4	81.2	15.180	4	0.0043

X556 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL	2		
N=	3377	1678	626	921	264	6866	X	DF	P
A	7.6	8.3	8.2	4.8	1.9	7.3	24.122	4	0.0001
B	2.0	3.1	3.5	2.5	.8	2.4	12.742	4	0.0126
C	10.4	10.1	10.5	8.9	6.4	10.0	5.841	4	0.2113
D	80.8	79.4	78.4	84.4	91.7	81.2	31.979	4	0.0001



X557 -- READ MAGAZINE: SPORTING NEWS

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

SPORTING NEWS

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X557 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL	2		
N=	804	1202	1704	3710	X	DF	P
A	7.5	6.2	6.0	6.4	2.058	2	0.3574
B	3.2	2.3	2.8	2.8	1.528	2	0.4659
C	9.5	9.0	6.9	8.1	6.365	2	0.0415
D	81.3	83.1	85.3	83.7	6.662	2	0.0358

X557 BY ACF/CASH INCENTIVES--DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL	2		
N=	467	535	919	1921	X	DF	P
A	6.0	6.0	6.3	6.1	0.087	2	0.9575
B	3.0	2.1	1.9	2.2	1.967	2	0.3740
C	9.0	8.2	9.7	9.1	0.881	2	0.6438
D	83.1	84.1	83.0	83.3	0.318	2	0.8532

## X557 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	1401	1475	1172	1909	948	6905	X	DF	P
A	8.2	10.4	6.8	7.9	3.4	7.7	42.398	4	0.0001
B	3.2	3.7	2.6	2.4	2.2	2.9	7.843	4	0.0975
C	10.0	9.8	8.0	7.7	8.8	8.8	8.477	4	0.0756
D	79.5	76.8	83.2	82.8	86.3	81.4	44.135	4	0.0001

## X557 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	1053	1044	1032	1903	1748	6780	X	DF	P
A	8.8	7.9	6.6	7.9	7.3	7.7	4.170	4	0.3835
B	2.9	3.4	2.8	2.5	2.5	2.7	2.503	4	0.6442
C	9.8	10.1	8.4	8.3	7.8	8.7	6.081	4	0.1932
D	78.7	79.6	83.1	82.3	82.9	81.6	12.765	4	0.0125

## X557 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL	2		
N=	3378	1683	633	920	265	6879	X	DF	P
A	7.7	8.3	9.3	6.4	4.2	7.7	9.957	4	0.0412
B	3.0	2.6	3.6	2.5	2.6	2.9	2.322	4	0.6767
C	8.1	8.8	11.7	8.8	12.1	8.8	12.451	4	0.0143
D	82.4	80.8	75.7	82.6	81.9	81.4	17.417	4	0.0016

X558 -- READ MAGAZINE: ROLLING STONE

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

ROLLING STONE

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X558 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL	2		
N=	812	1204	1722	3738	X	DF	P
A	7.9	9.3	6.6	7.8	7.145	2	0.0281
B	4.2	3.9	3.3	3.7	1.653	2	0.4376
C	14.9	16.0	12.3	14.0	8.388	2	0.0151
D	74.6	73.0	78.6	76.0	13.253	2	0.0013

X558 BY ACF/CASH INCENTIVES--DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL	2		
N=	471	534	926	1931	X	DF	P
A	7.6	5.4	8.4	7.4	4.475	2	0.1067
B	3.4	2.4	5.0	3.9	6.217	2	0.0447
C	16.6	12.6	14.6	14.5	3.261	2	0.1959
D	73.3	80.9	73.9	75.7	11.064	2	0.0040

## X558 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	1416	1471	1178	1908	960	6933	X	DF	P
A	7.8	7.1	7.2	8.7	7.3	7.7	4.135	4	0.3880
B	4.3	3.3	3.1	3.6	3.5	3.6	3.383	4	0.4960
C	15.3	11.6	12.6	12.3	12.5	12.8	10.196	4	0.0373
D	73.7	78.9	78.4	76.6	78.1	77.0	14.272	4	0.0065

## X558 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	1052	1049	1036	1917	1755	6809	X	DF	P
A	6.5	8.3	8.9	7.6	7.2	7.6	5.494	4	0.2403
B	3.8	3.2	4.3	3.1	3.7	3.6	3.045	4	0.5504
C	12.6	11.5	14.5	12.7	12.9	12.9	4.151	4	0.3859
D	78.3	77.5	74.2	77.6	77.2	77.1	6.077	4	0.1935

## X558 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL	2		
N=	3405	1682	631	923	266	6907	X	DF	P
A	8.3	7.8	7.8	6.0	4.9	7.7	8.722	4	0.0684
B	3.4	3.8	3.3	4.3	2.6	3.6	3.114	4	0.5389
C	12.5	11.8	15.2	14.4	11.7	12.8	7.541	4	0.1099
D	77.1	77.7	74.5	76.4	82.0	77.1	6.540	4	0.1623

X559 -- READ MAGAZINE: US

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

US

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X559 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL			
N=	795	1190	1703	3688	2	X	DF P
A	1.4	1.6	2.1	1.8	1.691	2	0.4294
B	1.1	1.3	1.5	1.4	0.459	2	0.7949
C	4.8	5.6	3.9	4.6	4.164	2	0.1247
D	92.8	91.8	92.9	92.5	1.437	2	0.4876

X559 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL			
N=	464	535	909	1908	2	X	DF P
A	1.9	2.1	1.8	1.9	0.169	2	0.9192
B	1.5	1.9	1.1	1.4	1.466	2	0.4804
C	3.9	5.1	5.1	4.8	1.070	2	0.5858
D	93.1	91.4	92.4	92.3	1.043	2	0.5935

## X559 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	1394	1463	1173	1883	945	6858	X	DF	P
A	1.9	3.2	2.8	2.4	1.9	2.5	6.845	4	0.1443
B	1.5	2.3	1.5	1.4	1.2	1.6	5.561	4	0.2345
C	4.4	6.2	5.5	5.5	5.0	5.3	5.153	4	0.2719
D	92.4	88.9	90.4	90.9	92.1	90.9	12.540	4	0.0138

## X559 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	1050	1038	1024	1890	1734	6736	X	DF	P
A	2.7	4.1	2.9	1.9	1.7	2.5	19.495	4	0.0006
B	1.6	1.5	1.8	1.4	1.7	1.6	0.596	4	0.9635
C	7.1	5.7	4.3	5.1	4.8	5.3	9.543	4	0.0489
D	89.1	88.9	91.3	91.9	91.9	90.9	13.754	4	0.0081

## X559 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL	2		
N=	3367	1664	623	916	265	6835	X	DF	P
A	2.5	2.3	2.9	2.2	2.6	2.5	0.950	4	0.9173
B	1.4	1.9	2.6	1.4	.8	1.6	7.052	4	0.1332
C	4.9	5.4	5.9	5.4	9.1	5.3	8.991	4	0.0613
D	91.5	90.7	88.6	91.3	88.3	90.9	7.697	4	0.1033

X560 -- READ MAGAZINE: CAR CRAFT

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

CAR CRAFT

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X560 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL			
N=	801	1203	1709	3713	2	X	DF P
A	5.4	5.8	7.0	6.3	2.929	2	0.2312
B	1.8	2.1	2.2	2.1	0.482	2	0.7858
C	7.0	7.8	8.9	8.1	2.886	2	0.2362
D	87.1	85.3	83.0	84.7	7.648	2	0.0218

X560 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL			
N=	463	538	920	1921	2	X	DF P
A	5.4	7.3	6.0	6.2	1.607	2	0.4477
B	1.5	1.5	1.9	1.7	0.358	2	0.8361
C	7.8	10.6	6.9	8.1	6.485	2	0.0391
D	86.4	82.2	86.3	85.2	5.353	2	0.0688

X560 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	1400	1467	1178	1909	950	6904	X	DF	P
A	7.4	6.4	6.1	8.2	4.8	6.8	13.442	4	0.0093
B	2.5	1.8	2.4	2.4	1.7	2.2	3.416	4	0.4908
C	7.4	9.5	8.7	8.8	7.8	8.5	4.716	4	0.3177
D	83.5	83.0	83.6	81.8	86.3	83.3	9.462	4	0.0505

X560 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	1049	1043	1032	1902	1755	6781	X	DF	P
A	5.9	8.3	6.3	5.6	8.3	6.8	15.486	4	0.0038
B	2.1	1.9	2.3	1.8	2.7	2.2	4.377	4	0.3574
C	6.0	6.9	9.8	9.3	9.2	8.5	16.835	4	0.0021
D	86.6	84.1	82.5	84.3	80.5	83.4	20.690	4	0.0004

X560 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL	2		
N=	3384	1681	630	921	263	6879	X	DF	P
A	7.4	7.9	6.8	4.2	1.9	6.8	24.244	4	0.0001
B	2.1	2.4	2.7	1.9	.8	2.2	4.355	4	0.3601
C	8.2	9.4	10.6	8.0	3.4	8.5	14.637	4	0.0055
D	83.1	81.3	81.0	86.3	94.3	83.3	36.531	4	0.0001



X561 -- READ MAGAZINE: SCIENCE DIGEST

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

SCIENCE DIGEST

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X561 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL			
N=	796	1198	1699	3693			
A	3.3	2.7	3.2	3.1	0.905	2	0.6361
B	2.0	1.9	1.6	1.8	0.725	2	0.6960
C	5.0	5.9	4.9	5.3	1.488	2	0.4752
D	90.3	90.2	90.4	90.3	0.034	2	0.9833

X561 BY ACF/CASH INCENTIVES--DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL			
N=	464	533	919	1916			
A	3.7	2.1	3.7	3.2	3.241	2	0.1978
B	1.9	1.5	2.0	1.8	0.438	2	0.8035
C	5.6	5.8	7.2	6.4	1.726	2	0.4219
D	89.4	90.8	87.7	89.0	3.442	2	0.1789

## X561 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	1393	1457	1171	1881	946	6848	X	DF	P
A	3.3	3.3	3.3	2.1	2.3	2.8	7.259	4	0.1228
B	1.3	2.1	2.7	1.4	1.1	1.7	13.044	4	0.0111
C	4.7	6.1	6.2	5.2	4.7	5.4	5.182	4	0.2691
D	91.4	89.0	88.6	91.5	92.1	90.5	15.041	4	0.0046

## X561 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	1047	1042	1023	1887	1729	6728	X	DF	P
A	2.9	3.2	3.8	2.4	2.5	2.8	5.877	4	0.2085
B	1.8	1.6	2.1	1.6	1.5	1.7	1.409	4	0.8426
C	6.4	5.9	4.9	4.9	5.1	5.3	4.313	4	0.3653
D	89.4	89.6	89.8	91.7	91.1	90.6	6.951	4	0.1385

## X561 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL	2		
N=	3350	1664	624	918	267	6823	X	DF	P
A	2.5	3.0	3.0	3.2	3.8	2.8	2.509	4	0.6430
B	1.6	1.9	2.1	1.4	1.9	1.7	1.351	4	0.8527
C	4.9	4.9	7.4	6.1	7.1	5.4	9.599	4	0.0478
D	91.3	90.7	87.7	90.1	88.0	90.5	10.426	4	0.0338

X562 -- READ MAGAZINE: INSIDE SPORTS

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

INSIDE SPORTS

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X562 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL			
N=	799	1200	1698	3697		2	
A	4.3	4.4	4.8	4.6	0.508	2	0.7759
B	1.8	1.8	1.7	1.7	0.057	2	0.9719
C	7.3	8.8	7.4	7.8	2.165	2	0.3387
D	86.9	85.6	86.6	86.3	0.839	2	0.6574

X562 BY ACF/CASH INCENTIVES--DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL			
N=	466	533	918	1917		2	
A	4.9	6.4	3.6	4.7	5.922	2	0.0518
B	1.7	1.1	2.0	1.7	1.441	2	0.4865
C	8.8	8.3	7.8	8.2	0.379	2	0.8273
D	85.2	84.8	86.8	85.9	1.357	2	0.5074

## X562 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	1396	1455	1175	1899	944	6869	X	DF	P
A	7.3	8.9	6.9	5.4	2.8	6.4	42.171	4	0.0001
B	2.4	3.0	2.4	2.0	.9	2.2	12.786	4	0.0124
C	9.0	9.4	7.2	6.7	6.0	7.7	15.572	4	0.0037
D	81.7	79.2	84.2	86.2	90.7	84.1	67.932	4	0.0001

## X562 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	1053	1034	1021	1900	1741	6749	X	DF	P
A	8.4	6.6	5.8	6.1	5.9	6.4	8.549	4	0.0734
B	2.4	2.6	2.7	1.7	1.8	2.2	5.351	4	0.2531
C	8.1	7.8	7.3	8.4	6.8	7.7	3.806	4	0.4329
D	81.8	83.4	84.4	84.3	85.9	84.2	8.933	4	0.0628

## X562 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL	2		
N=	3368	1670	623	919	263	6843	X	DF	P
A	5.8	7.1	9.6	5.8	3.8	6.4	18.270	4	0.0011
B	2.1	2.0	3.9	2.2	1.5	2.2	9.064	4	0.0595
C	7.8	7.8	9.0	6.2	9.1	7.8	5.134	4	0.2739
D	84.9	83.6	78.0	86.0	85.6	84.1	21.848	4	0.0002

X563      -- READ MAG: SCIENCE '86 OR SCIENCE '87

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

SCIENCE '86 OR SCIENCE '87

- A    I PERSONALLY READ THE MAGAZINE REGULARLY.
- B    I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A  
PAID SUBSCRIPTION TO THIS MAGAZINE.
- C    I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST  
MONTH.
- D    NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131      TOTAL NPS SURVEYED IS 7,875

X563      BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL		2	
N=	798	1196	1707	3701	X	DF	P
A	2.8	1.9	2.2	2.2	1.570	2	0.4562
B	1.5	1.0	1.4	1.3	1.231	2	0.5405
C	2.5	3.3	3.1	3.0	0.996	2	0.6079
D	93.6	94.2	93.6	93.8	0.397	2	0.8201

X563      BY ACF/CASH INCENTIVES--DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL		2	
N=	466	535	916	1917	X	DF	P
A	2.2	1.5	3.3	2.5	4.706	2	0.0951
B	.6	1.3	1.2	1.1	1.195	2	0.5501
C	3.4	3.4	3.9	3.7	0.390	2	0.8227
D	93.8	94.0	92.0	93.0	2.610	2	0.2711

X563 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	1396	1457	1177	1898	949	6877	X	DF	P
A	2.4	1.9	2.9	1.5	2.3	2.1	8.048	4	0.0898
B	1.2	1.7	1.4	1.0	1.4	1.3	3.950	4	0.4128
C	2.4	4.9	4.0	2.6	3.0	3.3	19.581	4	0.0006
D	94.2	92.0	91.9	95.2	93.5	93.5	20.047	4	0.0005

X563 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	1053	1042	1027	1901	1733	6756	X	DF	P
A	2.8	2.5	2.8	1.6	1.6	2.1	10.103	4	0.0387
B	1.3	1.3	1.8	1.0	1.4	1.3	3.640	4	0.4568
C	4.3	3.7	4.1	2.8	2.7	3.3	9.304	4	0.0539
D	91.9	92.8	91.7	95.0	94.5	93.5	19.736	4	0.0006

X563 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL	2		
N=	3373	1666	630	918	265	6852	X	DF	P
A	1.8	2.7	2.4	2.2	1.1	2.1	5.480	4	0.2415
B	1.2	1.4	1.9	.8	2.6	1.3	8.386	4	0.0784
C	2.9	3.4	4.6	3.7	4.9	3.3	8.079	4	0.0887
D	94.4	92.7	91.3	93.7	91.7	93.5	12.601	4	0.0134

X564 -- READ MAGAZINE: GAMES

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

GAMES

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X564 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL			
N=	796	1189	1690	3675	2	X	DF P
A	2.1	2.0	2.9	2.5	2.685	2	0.2612
B	2.0	1.9	1.5	1.8	0.970	2	0.6156
C	3.9	4.3	4.7	4.4	0.821	2	0.6632
D	92.8	92.3	91.4	92.0	1.645	2	0.4393

X564 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL			
N=	463	530	911	1904	2	X	DF P
A	3.0	2.1	2.0	2.3	1.638	2	0.4408
B	.9	.8	2.1	1.4	5.589	2	0.0611
C	3.7	5.9	4.6	4.7	2.654	2	0.2652
D	92.9	91.5	91.9	92.0	0.672	2	0.7148

X564 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	1381	1451	1167	1886	944	6829	X	DF	P
A	3.7	3.5	3.3	2.6	1.6	3.0	11.915	4	0.0180
B	2.1	1.5	1.5	2.3	1.9	1.9	4.090	4	0.3940
C	5.1	5.9	5.0	4.6	4.3	5.0	4.086	4	0.3945
D	89.5	89.2	90.8	91.0	92.9	90.6	11.708	4	0.0197

X564 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	1045	1033	1013	1890	1727	6708	X	DF	P
A	3.7	2.7	2.9	2.7	3.0	3.0	2.884	4	0.5774
B	1.6	1.0	2.6	2.0	2.0	1.9	7.931	4	0.0941
C	5.7	5.2	5.6	5.2	3.9	5.0	6.911	4	0.1407
D	89.0	91.4	89.6	90.6	91.7	90.6	7.572	4	0.1086

X564 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL	2		
N=	3350	1659	624	909	262	6804	X	DF	P
A	2.8	3.7	2.7	3.0	1.2	3.0	6.351	4	0.1745
B	1.9	2.5	2.7	.7	1.5	1.9	13.365	4	0.0096
C	4.8	4.9	6.6	5.1	4.6	5.0	3.812	4	0.4321
D	91.0	89.4	88.6	91.6	93.5	90.6	10.128	4	0.0383



X565 -- READ MAGAZINE:U.S. NEWS AND WORLD REPORT

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

U.S. NEWS AND WORLD REPORT

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X565 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL	2		
N=	803	1206	1709	3718	X	DF	P
A	6.7	5.8	5.8	6.0	0.960	2	0.6188
B	4.5	3.6	3.4	3.7	1.898	2	0.3871
C	6.5	9.2	8.2	8.2	4.801	2	0.0907
D	83.1	82.1	83.5	83.0	1.003	2	0.6057

X565 BY ACF/CASH INCENTIVES-DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL	2		
N=	470	538	919	1927	X	DF	P
A	7.5	5.6	5.9	6.2	1.787	2	0.4093
B	4.7	3.0	4.2	4.0	2.187	2	0.3351
C	7.9	8.0	8.5	8.2	0.199	2	0.9054
D	81.3	83.8	82.1	82.4	1.241	2	0.5377

X565 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	1398	1468	1178	1900	956	6900	X	DF	P
A	5.3	4.9	7.1	5.0	5.7	5.5	8.107	4	0.0877
B	4.2	3.5	2.6	2.8	4.1	3.4	8.276	4	0.0820
C	8.0	8.6	9.0	7.0	7.6	8.0	5.036	4	0.2836
D	83.0	83.6	81.7	85.5	83.8	83.7	8.780	4	0.0668

X565 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	1057	1042	1032	1908	1741	6780	X	DF	P
A	6.2	6.1	6.2	4.9	5.2	5.6	3.948	4	0.4131
B	3.7	3.4	4.5	2.3	3.7	3.4	11.392	4	0.0225
C	8.5	7.9	8.6	7.9	7.3	7.9	2.154	4	0.7074
D	82.2	83.3	81.3	85.4	84.4	83.7	10.707	4	0.0301

X565 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL	2		
N=	3386	1676	628	921	263	6874	X	DF	P
A	5.3	5.3	4.6	6.0	9.5	5.5	9.890	4	0.0423
B	2.9	4.2	3.7	3.7	2.7	3.4	6.555	4	0.1614
C	6.7	8.8	8.8	8.5	16.0	8.0	32.589	4	0.0001
D	85.7	82.2	83.1	82.5	73.4	83.7	34.204	4	0.0001

X694 -- READ MAGAZINE: OUTDOOR LIFE

DID YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

OUTDOOR LIFE

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 7,875

X694 BY TERM OF ENLISTMENT--GMA RESPONSES ONLY

	2 YEAR	3 YEAR	4 YEAR	TOTAL		2	
N=	809	1212	1719	3740	X	DF	P
A	7.7	9.4	9.8	9.2	3.157	2	0.2063
B	4.3	5.9	5.9	5.6	3.116	2	0.2106
C	10.4	12.0	11.1	11.2	1.290	2	0.5245
D	79.0	74.3	74.7	75.5	6.926	2	0.0313

X694 BY ACF/CASH INCENTIVES--DELINKED ONLY

	NEITHER	BONUS	ACF	TOTAL		2	
N=	467	539	929	1935	X	DF	P
A	7.7	9.1	8.0	8.2	0.784	2	0.6758
B	5.1	4.6	5.2	5.0	0.221	2	0.8955
C	11.4	15.0	10.6	12.0	6.724	2	0.0347
D	76.9	72.7	77.7	76.1	4.865	2	0.0878

## X694 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	1408	1481	1181	1922	961	6953	X	DF	P
A	9.6	9.2	9.7	9.8	7.3	9.3	5.718	4	0.2213
B	5.9	4.5	4.1	6.1	3.6	5.0	14.347	4	0.0063
C	10.9	12.7	11.2	10.5	9.0	11.0	9.003	4	0.0610
D	74.9	74.5	76.1	74.8	81.4	75.9	19.335	4	0.0007

## X694 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	1054	1048	1042	1915	1770	6829	X	DF	P
A	5.6	7.6	6.8	8.6	14.7	9.3	90.233	4	0.0001
B	2.7	3.6	5.8	4.4	7.7	5.1	44.933	4	0.0001
C	6.4	10.5	8.9	12.3	13.5	10.9	42.836	4	0.0001
D	86.2	78.5	79.2	76.1	66.2	75.9	162.508	4	0.0001

## X694 BY AGE AT DEP

	17	18	19	20-24	25-34	TOTAL	2		
N=	3409	1698	635	922	262	6926	X	DF	P
A	9.8	10.7	9.6	6.1	3.8	9.3	25.667	4	0.0001
B	5.9	5.0	4.4	3.2	3.1	5.0	14.506	4	0.0058
C	10.7	10.0	15.3	10.7	11.1	11.0	14.092	4	0.0070
D	75.0	75.4	72.0	80.5	82.8	75.9	24.357	4	0.0001

Appendix C

Army Reserve Media Tabulations, Part 1

T051 -- RECEIVED UNREQUESTED INFORMATION

- A RECEIVED MILITARY RECRUITING LITERATURE IN THE MAIL WITHOUT ASKING FOR IT?
- B ARMY (REGULAR ACTIVE DUTY)
- C ARMY RESERVE
- D ARMY NATIONAL GUARD
- E AIR FORCE (REGULAR ACTIVE DUTY)
- F AIR FORCE RESERVE
- G AIR NATIONAL GUARD
- H NAVY (REGULAR ACTIVE DUTY)
- I NAVY RESERVE
- J MARINE CORPS (REGULAR ACTIVE DUTY)
- K MARINE CORPS RESERVE
- L COAST GUARD
- M ALL SERVICES TOGETHER

SURVEY ITEMS #: A136 B136 C136 D109 TOTAL NPS SURVEYED IS 2,703

T051 BY GENDER

N=	MALE	FEMALE	TOTAL	2		
	2219	450	2669	X	DF	P
A	59.5	46.2	57.3	26.894	1	0.0001
B	41.0	32.0	39.5	12.709	1	0.0004
C	34.4	27.1	33.2	9.037	1	0.0026
D	16.1	8.2	14.8	18.570	1	0.0001
E	32.9	24.7	31.6	11.866	1	0.0006
F	11.4	7.6	10.8	5.766	1	0.0163
G	6.3	2.4	5.7	10.469	1	0.0012
H	33.0	14.2	29.9	63.207	1	0.0001
I	12.2	4.4	10.9	23.241	1	0.0001
J	34.0	10.7	30.1	97.040	1	0.0001
K	11.5	4.4	10.3	20.297	1	0.0001
L	8.3	2.7	7.3	17.203	1	0.0001
M	8.1	2.4	7.2	18.086	1	0.0001

T051 BY HIGHEST EDUCATION

N=	POST	HSDG	HSST	NHSG	TOTAL	2		
	342	668	1509	150	2669	X	DF	P
A	56.4	54.6	61.3	30.0	57.3	57.570	3	0.0001
B	40.1	41.6	40.1	22.7	39.5	19.307	3	0.0002
C	31.9	29.6	37.0	13.3	33.2	40.841	3	0.0001
D	12.9	13.0	16.8	7.3	14.8	13.944	3	0.0030
E	28.7	29.2	34.9	15.3	31.6	28.959	3	0.0001
F	9.9	9.4	12.4	2.0	10.8	17.652	3	0.0005
G	5.0	6.0	5.9	3.3	5.7	2.120	3	0.5478
H	23.4	25.8	34.8	13.3	29.9	49.304	3	0.0001
I	8.8	9.6	12.8	2.7	10.9	18.807	3	0.0003
J	28.7	28.1	32.8	14.7	30.1	23.782	3	0.0001
K	8.8	10.6	11.3	2.7	10.3	12.095	3	0.0071
L	3.5	6.1	9.1	3.3	7.3	19.127	3	0.0003
M	7.6	8.5	7.0	1.3	7.2	9.702	3	0.0213

T051 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1866	602	104	88	2660	X	DF	P
A	57.6	58.0	53.9	50.0	57.3	2.583	3	0.4606
B	41.2	36.7	32.7	31.8	39.6	8.429	3	0.0379
C	34.7	30.4	26.9	27.3	33.2	7.200	3	0.0658
D	16.8	10.5	9.6	8.0	14.8	20.527	3	0.0001
E	33.3	28.2	26.9	25.0	31.6	8.405	3	0.0383
F	11.7	9.3	4.8	8.0	10.8	7.722	3	0.0521
G	6.4	3.5	4.8	6.8	5.7	7.455	3	0.0587
H	32.5	24.6	24.0	18.2	29.9	21.729	3	0.0001
I	11.7	9.0	12.5	6.8	10.9	5.249	3	0.1545
J	32.6	23.9	27.9	22.7	30.2	19.128	3	0.0003
K	10.9	8.6	10.6	10.2	10.4	2.584	3	0.4604
L	8.1	5.5	6.7	4.6	7.3	5.682	3	0.1281
M	7.6	5.8	8.7	5.7	7.2	2.838	3	0.4173



T051 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL	2		
N=	2515	115	2630	X	DF	P
A	58.9	31.3	57.7	34.275	1	0.0001
B	40.7	22.6	39.9	14.972	1	0.0001
C	34.3	14.8	33.4	18.777	1	0.0001
D	15.5	2.6	14.9	14.336	1	0.0002
E	32.5	17.4	31.9	11.601	1	0.0007
F	11.1	5.2	10.9	3.971	1	0.0463
G	5.9	1.7	5.7	3.560	1	0.0592
H	31.1	12.2	30.2	18.586	1	0.0001
I	11.4	2.6	11.0	8.686	1	0.0032
J	31.1	15.7	30.4	12.388	1	0.0004
K	10.8	3.5	10.5	6.254	1	0.0124
L	7.7	1.7	7.4	5.643	1	0.0175
M	7.4	4.4	7.2	1.485	1	0.2231

T051 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL	2		
N=	199	687	702	1062	2650	X	DF	P
A	52.8	51.8	54.4	63.3	57.2	27.959	3	0.0001
B	36.2	32.3	37.0	46.3	39.5	38.268	3	0.0001
C	28.1	28.4	32.2	37.8	33.1	19.769	3	0.0002
D	9.1	10.0	13.7	19.7	14.8	38.328	3	0.0001
E	25.1	25.9	30.3	37.2	31.6	30.064	3	0.0001
F	8.5	9.5	10.4	12.2	10.7	4.459	3	0.2160
G	4.0	5.0	5.3	6.6	5.6	3.592	3	0.3090
H	22.6	23.6	27.6	36.6	29.8	42.853	3	0.0001
I	5.5	7.9	9.7	14.5	10.8	27.837	3	0.0001
J	30.2	23.6	26.6	36.5	30.1	38.794	3	0.0001
K	9.6	8.7	7.8	13.1	10.3	15.499	3	0.0014
L	5.5	5.0	7.3	9.1	7.3	11.837	3	0.0080
M	6.5	5.7	5.7	9.0	7.1	10.363	3	0.0157

X110      -- RECALL JOINT SERVICES ADVERTISING

DO YOU REMEMBER SEEING, HEARING, OR RECEIVING (BEFORE YOU ENLISTED) ANY  
ADVERTISING OR PROMOTIONAL MATERIALS FROM ALL THE MILITARY SERVICES  
TOGETHER?

- J   NO - GO TO QUESTION #111
- A   YES - ON TELEVISION
- L   YES - IN MAGAZINES YOU SUBSCRIBE TO OR BUY
- M   YES - IN MAGAZINES YOU RECEIVED AT SCHOOL
- C   YES - ON THE RADIO
- D   YES - IN THE HELP WANTED SECTION OF A NEWSPAPER
- E   YES - IN OTHER PARTS OF THE NEWSPAPER
- F   YES - IN THE MAIL
- G   YES - IN AN ARMY RECRUITING STATION
- H   YES - AT SCHOOL
- I   YES - FROM A FRIEND
- K   YES - BUT NONE OF THE ABOVE

SURVEY ITEMS #:   A137   B137   C137   D110      TOTAL NPS SURVEYED IS 2,703

X110 BY GENDER

N=	MALE	FEMALE	TOTAL	2		
	2200	447	2647	X	DF	P
J	31.1	29.7	30.8	0.334	1	0.5634
A	61.2	62.0	61.3	0.097	1	0.7555
L	32.2	34.5	32.6	0.872	1	0.3505
M	21.9	23.5	22.1	0.570	1	0.4502
C	38.2	44.3	39.2	5.825	1	0.0158
D	7.0	8.5	7.3	1.244	1	0.2646
E	7.4	6.7	7.3	0.235	1	0.6279
F	22.8	16.3	21.7	9.077	1	0.0026
G	19.7	23.9	20.4	4.050	1	0.0442
H	26.8	31.3	27.6	3.770	1	0.0522
I	14.7	18.8	15.4	4.823	1	0.0281
K	1.2	1.6	1.3	0.445	1	0.5045

X110 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	341	661	1497	148	2647	X	DF	P
J	31.5	32.3	28.5	45.6	30.8	19.404	3	0.0002
A	63.6	58.9	63.3	47.3	61.3	17.115	3	0.0007
L	37.5	32.2	32.7	21.0	32.6	12.991	3	0.0047
M	23.8	20.0	24.4	5.4	22.1	30.732	3	0.0001
C	42.5	38.3	40.2	26.4	39.2	12.629	3	0.0055
D	10.0	10.4	5.3	6.8	7.3	22.456	3	0.0001
E	10.0	8.5	6.5	3.4	7.3	9.837	3	0.0200
F	20.5	21.2	23.7	6.8	21.7	23.184	3	0.0001
G	25.5	21.5	19.4	14.9	20.4	9.718	3	0.0211
H	24.9	25.4	30.7	12.2	27.6	27.483	3	0.0001
I	14.7	15.7	15.9	10.1	15.4	3.637	3	0.3035
K	1.2	1.1	1.3	1.4	1.3	0.314	3	0.9573

## X110 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1855	594	103	87	2639	X	DF	P
J	29.3	35.8	36.9	20.7	30.8	14.767	3	0.0020
A	63.6	53.5	55.3	73.6	61.4	26.342	3	0.0001
L	33.2	30.6	24.3	42.5	32.6	8.506	3	0.0366
M	22.3	21.7	14.6	29.9	22.1	6.555	3	0.0875
C	40.7	35.2	32.0	43.7	39.2	8.717	3	0.0333
D	6.6	8.4	8.7	11.5	7.3	4.913	3	0.1783
E	6.6	7.4	9.7	17.2	7.2	15.137	3	0.0017
F	21.7	20.0	21.4	32.2	21.6	6.614	3	0.0853
G	20.0	21.4	17.5	28.7	20.5	4.835	3	0.1843
H	28.1	24.9	24.3	37.9	27.6	7.632	3	0.0543
I	14.4	17.3	14.6	24.1	15.4	8.319	3	0.0399
K	1.3	.7	3.9	1.2	1.3	7.420	3	0.0596

## X110 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL	2		
N=	2495	115	2610	X	DF	P
J	30.6	32.5	30.7	0.172	1	0.6783
A	61.3	62.6	61.4	0.077	1	0.7818
L	32.8	28.7	32.6	0.837	1	0.3603
M	22.8	8.7	22.2	12.679	1	0.0004
C	39.4	35.7	39.2	0.647	1	0.4211
D	6.9	14.8	7.2	10.340	1	0.0013
E	7.2	7.0	7.2	0.011	1	0.9167
F	22.1	14.8	21.8	3.442	1	0.0636
G	20.6	18.3	20.5	0.369	1	0.5433
H	28.4	13.9	27.7	11.473	1	0.0007
I	15.6	9.6	15.4	3.111	1	0.0778
K	1.3	.9	1.3	0.150	1	0.6983

X110 BY AFQT (1980 NORMS)

N=	4	3B	3A	1&2	TOTAL	2		
	198	678	698	1055	2629	X	DF	P
J	40.8	35.8	30.7	25.9	30.8	28.843	3	0.0001
A	42.4	54.6	60.9	69.3	61.2	71.063	3	0.0001
L	20.7	28.0	32.4	37.6	32.5	31.415	3	0.0001
M	17.2	21.8	23.4	22.4	22.1	3.503	3	0.3204
C	22.2	37.0	40.3	43.0	39.2	32.135	3	0.0001
D	6.6	7.1	7.2	7.5	7.2	0.263	3	0.9669
E	5.1	8.0	7.0	7.2	7.2	1.999	3	0.5727
F	20.2	20.8	21.6	22.3	21.6	0.770	3	0.8565
G	19.7	21.5	20.8	19.4	20.4	1.265	3	0.7374
H	22.2	26.8	28.7	28.3	27.6	3.739	3	0.2911
I	13.1	19.0	17.6	11.9	15.3	20.553	3	0.0001
K	.5	1.6	1.0	1.3	1.3	2.039	3	0.5643



X111 -- RECALL AIR FORCE ADVERTISING

DO YOU REMEMBER SEEING, HEARING, OR RECEIVING ANY AIR FORCE ADVERTISING  
OR PROMOTIONAL MATERIALS BEFORE YOU ENLISTED?

- J NO - GO TO QUESTION #112
- A YES - ON TELEVISION
- L YES - IN MAGAZINES YOU SUBSCRIBE TO OR BUY
- M YES - IN MAGAZINES YOU RECEIVED AT SCHOOL
- C YES - ON THE RADIO
- D YES - IN THE HELP WANTED SECTION OF A NEWSPAPER
- E YES - IN OTHER PARTS OF THE NEWSPAPER
- F YES - IN THE MAIL
- G YES - IN AN AIR FORCE RECRUITING STATION
- H YES - AT SCHOOL
- I YES - FROM A FRIEND
- K YES - BUT NONE OF THE ABOVE

SURVEY ITEMS #: A138 B138 C138 D111 TOTAL NPS SURVEYED IS 2,703

## X111 BY GENDER

N=	MALE	FEMALE	TOTAL	2		
	2211	449	2660	X	DF	P
J	29.3	24.7	28.5	3.842	1	0.0500
A	56.6	62.4	57.6	5.026	1	0.0250
L	34.9	35.6	35.0	0.085	1	0.7711
M	23.6	22.5	23.4	0.259	1	0.6111
C	32.2	35.4	32.7	1.796	1	0.1802
D	5.0	3.8	4.8	1.160	1	0.2814
E	5.9	5.4	5.8	0.229	1	0.6326
F	36.2	27.0	34.6	14.058	1	0.0002
G	12.2	11.8	12.1	0.058	1	0.8095
H	27.3	29.0	27.6	0.500	1	0.4797
I	14.2	19.2	15.0	7.310	1	0.0069
K	1.7	1.3	1.6	0.267	1	0.6055

X111 BY HIGHEST EDUCATION

N=	POST	HSDG	HSST	NHSG	TOTAL	2		
	343	667	1500	150	2660	X	DF	P
J	23.2	28.7	28.4	41.8	28.5	17.245	3	0.0006
A	65.0	57.1	57.6	42.7	57.6	21.480	3	0.0001
L	42.3	33.0	35.9	19.3	35.0	25.834	3	0.0001
M	26.0	19.5	26.1	8.7	23.4	31.027	3	0.0001
C	40.2	31.2	32.9	20.7	32.7	19.428	3	0.0002
D	7.0	6.0	3.8	4.0	4.8	9.250	3	0.0261
E	7.6	6.9	5.3	2.7	5.8	6.900	3	0.0752
F	33.2	32.4	37.9	14.7	34.6	35.422	3	0.0001
G	16.0	14.5	10.7	6.7	12.1	15.481	3	0.0014
H	26.5	24.1	31.1	10.7	27.6	34.747	3	0.0001
I	12.0	16.3	15.9	6.7	15.0	12.634	3	0.0055
K	2.0	1.4	1.7	1.3	1.6	0.787	3	0.8526

## X111 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1858	600	105	88	2651	X	DF	P
J	27.2	31.4	37.1	25.3	28.5	8.233	3	0.0414
A	59.3	54.7	50.5	53.4	57.7	7.015	3	0.0714
L	37.1	31.3	21.9	31.8	35.0	15.394	3	0.0015
M	24.6	20.3	16.2	27.3	23.4	8.416	3	0.0382
C	34.8	27.7	28.6	28.4	32.7	12.249	3	0.0066
D	4.4	5.7	3.8	8.0	4.8	3.742	3	0.2907
E	5.8	5.8	4.8	9.1	5.9	1.933	3	0.5864
F	36.2	31.3	25.7	35.2	34.6	8.523	3	0.0364
G	13.4	9.7	6.7	10.2	12.2	9.430	3	0.0241
H	28.7	24.5	21.9	30.7	27.6	6.220	3	0.1014
I	15.0	16.8	8.6	9.1	15.0	7.404	3	0.0601
K	1.8	1.2	1.9	1.1	1.6	1.239	3	0.7437

X111 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL	2		
N=	2504	117	2621	X	DF	P
J	27.9	41.0	28.5	9.434	1	0.0021
A	57.9	51.3	57.6	2.009	1	0.1564
L	35.4	24.8	34.9	5.524	1	0.0188
M	24.3	7.7	23.6	17.153	1	0.0001
C	33.0	25.6	32.7	2.743	1	0.0977
D	4.6	6.0	4.6	0.519	1	0.4712
E	5.8	4.3	5.7	0.455	1	0.5000
F	35.7	17.1	34.9	17.108	1	0.0001
G	12.5	7.7	12.3	2.364	1	0.1241
H	28.6	12.0	27.8	15.320	1	0.0001
I	15.2	12.0	15.1	0.922	1	0.3369
K	1.6	1.7	1.6	0.004	1	0.9522

X111 BY AFQT(1980 NORMS)

	4	3B	3A	1&2	TOTAL	2		
N=	201	685	696	1059	2641	X	DF	P
J	46.7	34.3	30.6	20.0	28.5	81.974	3	0.0001
A	36.3	49.6	55.9	68.1	57.7	103.593	3	0.0001
L	14.4	24.8	34.3	45.9	35.0	123.993	3	0.0001
M	12.9	17.7	24.1	28.6	23.4	41.113	3	0.0001
C	16.9	25.6	32.3	40.7	32.8	69.451	3	0.0001
D	3.0	4.4	4.2	5.8	4.8	4.482	3	0.2139
E	2.5	4.1	6.6	7.1	5.8	11.670	3	0.0086
F	24.4	30.4	32.2	40.9	34.6	35.004	3	0.0001
G	9.5	9.3	10.9	15.4	12.2	17.783	3	0.0005
H	15.4	21.3	28.5	33.3	27.6	46.167	3	0.0001
I	9.5	13.0	16.0	16.7	15.0	9.950	3	0.0190
K	.5	1.6	1.6	1.9	1.6	2.065	3	0.5591

X112      -- RECALL NAVY ADVERTISING

DO YOU REMEMBER SEEING, HEARING, OR RECEIVING ANY NAVY ADVERTISING  
OR PROMOTIONAL MATERIALS BEFORE YOU ENLISTED?

- J   NO - GO TO QUESTION #113
- A   YES - ON TELEVISION
- L   YES - IN MAGAZINES YOU SUBSCRIBE TO OR BUY
- M   YES - IN MAGAZINES YOU RECEIVED AT SCHOOL
- C   YES - ON THE RADIO
- D   YES - IN THE HELP WANTED SECTION OF A NEWSPAPER
- E   YES - IN OTHER PARTS OF THE NEWSPAPER
- F   YES - IN THE MAIL
- G   YES - IN A NAVY RECRUITING STATION
- H   YES - AT SCHOOL
- I   YES - FROM A FRIEND
- K   YES - BUT NONE OF THE ABOVE

SURVEY ITEMS #:   A139   B139   C139   D112      TOTAL NPS SURVEYED IS 2,703

X112 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2212	448	2660	X	DF	P
J	29.7	34.0	30.4	3.229	1	0.0723
A	56.0	53.4	55.5	1.035	1	0.3090
L	31.3	28.4	30.8	1.552	1	0.2128
M	20.8	17.4	20.2	2.579	1	0.1083
C	29.8	25.7	29.1	3.069	1	0.0798
D	4.8	3.4	4.6	1.789	1	0.1811
E	5.3	3.8	5.0	1.740	1	0.1872
F	34.5	15.9	31.4	60.176	1	0.0001
G	11.4	8.5	10.9	3.340	1	0.0676
H	24.3	21.9	23.9	1.182	1	0.2769
I	13.1	16.3	13.7	3.206	1	0.0734
K	2.6	1.1	2.4	3.654	1	0.0559



X112 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	344	665	1502	149	2660	X	DF	P
J	24.9	31.6	29.7	45.3	30.4	21.219	3	0.0001
A	65.1	52.5	56.0	42.3	55.5	26.024	3	0.0001
L	38.4	30.1	30.7	18.1	30.8	20.654	3	0.0001
M	24.4	19.3	20.9	7.4	20.2	19.830	3	0.0002
C	41.0	27.2	28.2	18.8	29.1	32.934	3	0.0001
D	8.1	7.1	2.9	2.0	4.6	31.971	3	0.0001
E	7.3	6.8	4.1	1.3	5.0	14.585	3	0.0022
F	26.5	29.2	35.2	13.4	31.4	37.995	3	0.0001
G	13.4	12.6	10.1	6.0	10.9	8.750	3	0.0328
H	24.1	21.5	26.4	8.7	23.9	26.012	3	0.0001
I	12.5	13.1	14.8	7.4	13.7	7.163	3	0.0669
K	2.9	2.4	2.2	2.7	2.4	0.691	3	0.8754

X112 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1859	599	106	87	2651	X	DF	P
J	28.9	33.7	37.1	32.9	30.4	7.526	3	0.0569
A	57.7	50.6	50.0	51.7	55.6	11.189	3	0.0107
L	33.4	25.4	22.6	24.1	30.8	19.062	3	0.0003
M	21.3	18.0	11.3	21.8	20.1	8.358	3	0.0392
C	31.5	23.2	24.5	23.0	29.1	18.029	3	0.0004
D	4.4	4.8	4.7	6.9	4.6	1.381	3	0.7101
E	5.2	4.3	6.6	5.8	5.1	1.300	3	0.7292
F	33.4	26.2	25.5	28.7	31.3	12.985	3	0.0047
G	11.8	9.2	8.5	8.1	10.9	4.649	3	0.1994
H	25.4	20.4	15.1	24.1	23.8	10.918	3	0.0122
I	13.7	14.4	10.4	11.5	13.6	1.561	3	0.6682
K	2.4	1.8	1.9	4.6	2.3	2.733	3	0.4346

X112 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL	2		
N=	2504	117	2621	X	DF	P
J	29.9	40.9	30.4	6.278	1	0.0122
A	55.7	51.3	55.5	0.888	1	0.3461
L	31.1	23.9	30.8	2.675	1	0.1019
M	20.8	11.1	20.3	6.433	1	0.0112
C	29.2	24.8	29.0	1.073	1	0.3003
D	4.4	6.0	4.4	0.702	1	0.4021
E	5.1	2.6	5.0	1.491	1	0.2220
F	32.4	14.5	31.6	16.495	1	0.0001
G	11.2	6.0	11.0	3.137	1	0.0765
H	24.6	12.0	24.0	9.722	1	0.0018
I	14.0	8.6	13.7	2.782	1	0.0953
K	2.4	.9	2.3	1.168	1	0.2797

X112 BY AFQT (1980 NORMS)

N=	4	3B	3A	1&2	TOTAL	2		
	202	684	697	1058	2641	X	DF	P
J	45.5	38.5	30.7	22.4	30.5	74.582	3	0.0001
A	34.7	46.9	54.2	65.9	55.5	102.490	3	0.0001
L	14.4	21.5	29.8	40.5	30.8	100.090	3	0.0001
M	10.9	17.0	19.7	24.3	20.1	26.479	3	0.0001
C	15.8	22.5	29.0	35.9	29.1	55.444	3	0.0001
D	2.0	4.7	3.9	5.4	4.5	5.547	3	0.1358
E	2.0	3.5	5.7	6.1	5.0	10.715	3	0.0134
F	24.3	26.5	28.4	37.4	31.2	33.346	3	0.0001
G	9.4	9.7	9.6	13.0	10.9	7.299	3	0.0630
H	12.4	19.4	24.8	28.0	23.7	32.321	3	0.0001
I	8.4	12.1	14.5	15.0	13.6	8.160	3	0.0428
K	2.5	2.3	2.3	2.3	2.3	0.036	3	0.9982

X113 -- RECALL MARINE CORPS ADVERTISING

DO YOU REMEMBER SEEING, HEARING, OR RECEIVING ANY MARINE CORPS  
ADVERTISING OR PROMOTIONAL MATERIALS BEFORE YOU ENLISTED?

- J NO - GO TO QUESTION #114
- A YES - ON TELEVISION
- L YES - IN MAGAZINES YOU SUBSCRIBE TO OR BUY
- M YES - IN MAGAZINES YOU RECEIVED AT SCHOOL
- C YES - ON THE RADIO
- D YES - IN THE HELP WANTED SECTION OF A NEWSPAPER
- E YES - IN OTHER PARTS OF THE NEWSPAPER
- F YES - IN THE MAIL
- G YES - IN A MARINE CORPS RECRUITING STATION
- H YES - AT SCHOOL
- I YES - FROM A FRIEND
- K YES - BUT NONE OF THE ABOVE

SURVEY ITEMS #: A140 B140 C140 D113 TOTAL NPS SURVEYED IS 2,703

X113 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2210	448	2658	X	DF	P
J	27.5	35.2	28.8	10.745	1	0.0010
A	58.7	53.6	57.8	3.998	1	0.0455
L	32.5	23.7	31.0	13.571	1	0.0002
M	22.4	16.5	21.4	7.764	1	0.0053
C	29.1	26.8	28.7	1.008	1	0.3153
D	4.3	2.9	4.1	1.865	1	0.1721
E	5.3	3.4	5.0	3.107	1	0.0780
F	35.6	10.7	31.4	106.840	1	0.0001
G	12.8	7.4	11.9	10.521	1	0.0012
H	24.7	19.6	23.9	5.257	1	0.0219
I	15.4	13.4	15.1	1.156	1	0.2823
K	2.4	2.9	2.5	0.390	1	0.5322

X113 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	342	662	1504	150	2658	X	DF	P
J	19.7	31.3	28.6	40.7	28.8	26.269	3	0.0001
A	70.2	54.1	57.5	50.0	57.8	29.055	3	0.0001
L	41.8	27.3	31.3	20.0	31.0	31.365	3	0.0001
M	26.9	18.6	23.0	6.0	21.4	32.682	3	0.0001
C	40.1	27.6	27.7	18.0	28.7	30.983	3	0.0001
D	5.6	5.1	3.4	2.7	4.1	6.402	3	0.0936
E	7.0	5.9	4.5	1.3	5.0	9.003	3	0.0293
F	31.0	29.3	34.0	14.7	31.4	25.759	3	0.0001
G	15.2	11.9	11.6	7.3	11.9	6.709	3	0.0818
H	23.7	19.8	27.3	8.0	23.9	36.397	3	0.0001
I	14.9	14.7	15.9	8.7	15.1	5.700	3	0.1272
K	2.1	2.7	2.7	.7	2.5	2.658	3	0.4473

X113 BY ETHNIC GROUP

N=	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
	1859	598	104	88	2649	X	DF	P
J	27.0	33.1	31.4	33.0	28.8	9.191	3	0.0269
A	59.7	53.7	52.9	52.3	57.8	9.076	3	0.0283
L	33.5	25.3	26.0	23.9	31.0	17.827	3	0.0005
M	22.6	18.6	12.5	26.1	21.4	10.506	3	0.0147
C	29.8	27.4	22.1	22.7	28.7	5.310	3	0.1505
D	4.0	4.0	3.9	5.7	4.1	0.608	3	0.8945
E	5.1	4.7	4.8	6.8	5.0	0.755	3	0.8603
F	33.4	25.8	28.9	30.7	31.4	12.482	3	0.0059
G	12.4	10.2	14.4	10.2	11.9	2.996	3	0.3923
H	25.0	21.1	16.4	26.1	23.8	7.412	3	0.0599
I	14.8	16.9	9.6	12.5	15.0	4.537	3	0.2091
K	2.5	3.0	.0	1.1	2.5	4.031	3	0.2582



X113 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL	2		
N=	2502	117	2619	X	DF	P
J	28.3	38.8	28.8	5.975	1	0.0145
A	58.0	56.4	57.9	0.109	1	0.7410
L	31.3	22.2	30.9	4.345	1	0.0371
M	22.1	10.3	21.6	9.270	1	0.0023
C	28.7	26.5	28.6	0.275	1	0.6002
D	4.0	4.3	4.0	0.029	1	0.8639
E	5.1	1.7	4.9	2.705	1	0.1000
F	32.5	15.4	31.7	15.044	1	0.0001
G	12.4	4.3	12.0	6.959	1	0.0083
H	24.7	9.4	24.0	14.335	1	0.0002
I	15.4	9.4	15.1	3.086	1	0.0790
K	2.5	1.7	2.4	0.277	1	0.5987

X113 BY AFQT (1980 NORMS)

N=	4	3B	3A	1&2	TOTAL	2		
	199	685	696	1059	2639	X	DF	P
J	42.6	34.6	30.7	21.3	28.8	59.088	3	0.0001
A	36.2	50.1	56.3	67.7	57.8	98.087	3	0.0001
L	14.1	22.3	28.7	41.1	30.9	102.780	3	0.0001
M	13.6	16.4	21.6	26.1	21.4	31.326	3	0.0001
C	16.6	24.7	27.0	34.7	28.7	39.047	3	0.0001
D	2.5	4.1	3.5	4.6	4.0	2.783	3	0.4263
E	2.5	4.1	5.3	5.9	5.0	5.565	3	0.1348
F	29.7	27.0	27.3	37.1	31.3	27.912	3	0.0001
G	12.1	9.1	11.4	14.2	11.9	10.656	3	0.0137
H	15.6	19.6	25.4	27.0	23.8	21.229	3	0.0001
I	11.1	13.0	16.7	15.9	15.0	6.740	3	0.0807
K	1.0	2.6	3.2	2.2	2.5	3.623	3	0.3052

X114 -- RECALL ARMY ADVERTISING

DO YOU REMEMBER SEEING, HEARING, OR RECEIVING ANY ARMY ADVERTISING OR PROMOTIONAL MATERIALS BEFORE YOU ENLISTED?

- J NO - GO TO QUESTION #117
- A YES - ON TELEVISION
- L YES - IN MAGAZINES YOU SUBSCRIBE TO OR BUY
- M YES - IN MAGAZINES YOU RECEIVED AT SCHOOL
- C YES - ON THE RADIO
- D YES - IN THE HELP WANTED SECTION OF A NEWSPAPER
- E YES - IN OTHER PARTS OF THE NEWSPAPER
- F YES - IN THE MAIL
- G YES - IN AN ARMY RECRUITING STATION
- H YES - AT SCHOOL
- I YES - FROM A FRIEND
- K YES - BUT NONE OF THE ABOVE

SURVEY ITEMS #: A141 B141 C141 D114 TOTAL NPS SURVEYED IS 2,703

## X114 BY GENDER

N=	MALE	FEMALE	TOTAL	2		
	2200	449	2649	X	DF	P
J	8.9	7.5	8.7	0.964	1	0.3262
A	76.9	82.9	77.9	7.759	1	0.0053
L	50.3	54.3	51.0	2.417	1	0.1200
M	38.0	36.5	37.7	0.324	1	0.5691
C	54.9	66.6	56.9	20.754	1	0.0001
D	11.7	13.8	12.0	1.592	1	0.2070
E	12.3	9.8	11.9	2.258	1	0.1330
F	48.7	42.8	47.7	5.319	1	0.0211
G	43.8	48.1	44.6	2.777	1	0.0957
H	45.8	49.9	46.5	2.540	1	0.1110
I	32.3	39.6	33.6	8.974	1	0.0027
K	2.9	2.7	2.9	0.075	1	0.7844

X114 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	342	661	1499	147	2649	X	DF	P
J	5.7	8.1	8.8	16.6	8.7	14.985	3	0.0018
A	83.9	77.5	77.7	67.4	77.9	16.795	3	0.0008
L	54.1	50.4	52.0	36.1	51.0	15.194	3	0.0017
M	36.6	33.7	42.2	12.2	37.7	58.246	3	0.0001
C	63.7	56.1	57.4	39.5	56.9	25.065	3	0.0001
D	17.3	15.4	9.9	6.8	12.0	26.397	3	0.0001
E	12.9	13.8	11.5	4.8	11.9	9.836	3	0.0200
F	47.4	45.4	51.6	19.1	47.7	59.108	3	0.0001
G	46.5	44.6	45.9	25.9	44.6	22.434	3	0.0001
H	42.7	43.9	51.2	18.4	46.5	64.104	3	0.0001
I	30.1	35.1	35.4	15.7	33.6	26.011	3	0.0001
K	2.6	2.6	3.2	1.4	2.9	2.076	3	0.5568

## X114 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1853	596	103	88	2640	X	DF	P
J	8.7	7.8	14.6	4.8	8.6	6.450	3	0.0917
A	78.7	76.7	68.9	79.6	77.9	6.122	3	0.1058
L	53.1	47.2	35.0	52.3	51.0	17.491	3	0.0006
M	39.3	34.9	25.2	37.5	37.7	10.787	3	0.0129
C	59.6	50.8	46.6	53.4	56.9	19.242	3	0.0002
D	12.1	11.9	8.7	14.8	12.1	1.708	3	0.6352
E	12.0	11.2	12.6	14.8	11.9	0.997	3	0.8020
F	49.5	44.3	40.8	40.9	47.7	8.748	3	0.0328
G	46.4	40.8	35.9	43.2	44.6	9.062	3	0.0285
H	48.3	42.0	39.8	47.7	46.5	9.147	3	0.0274
I	33.4	34.1	32.0	35.2	33.5	0.318	3	0.9566
K	3.2	2.0	2.9	1.1	2.9	3.407	3	0.3330

X114 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL	2		
N=	2493	117	2610	X	DF	P
J	8.3	17.5	8.7	11.867	1	0.0006
A	78.1	72.7	77.9	1.925	1	0.1653
L	51.6	37.6	51.0	8.737	1	0.0031
M	39.2	11.1	37.9	37.424	1	0.0001
C	57.4	43.6	56.8	8.686	1	0.0032
D	11.7	17.1	11.9	3.129	1	0.0769
E	11.7	12.0	11.7	0.009	1	0.9232
F	49.3	21.4	48.1	35.024	1	0.0001
G	45.4	30.8	44.8	9.685	1	0.0019
H	48.0	18.8	46.7	38.209	1	0.0001
I	34.3	18.0	33.6	13.452	1	0.0002
K	2.9	1.7	2.8	0.564	1	0.4528

X114 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL	2		
N=	198	681	694	1057	2630	X	DF	P
J	12.2	9.5	9.1	7.1	8.6	7.088	3	0.0692
A	56.1	73.6	79.3	83.9	77.9	85.263	3	0.0001
L	26.8	41.4	52.0	61.0	51.0	114.356	3	0.0001
M	25.3	30.8	39.8	43.0	37.6	40.417	3	0.0001
C	29.8	50.5	58.2	65.2	56.9	100.687	3	0.0001
D	8.1	8.5	13.1	14.4	12.1	17.116	3	0.0007
E	9.1	8.8	13.3	13.4	11.9	11.308	3	0.0102
F	37.4	42.0	44.8	55.1	47.6	42.622	3	0.0001
G	28.8	40.4	45.7	49.4	44.5	35.066	3	0.0001
H	31.8	39.4	49.1	52.0	46.5	46.088	3	0.0001
I	25.8	31.1	37.5	33.9	33.5	12.004	3	0.0074
K	2.5	2.2	2.6	3.5	2.9	2.884	3	0.4098



X115 -- RESPOND TO ADVERTISEMENTS

HOW DID YOU RESPOND TO THESE ADVERTISEMENTS?

- D IMPUTED: RESPONDED TO ARMY ADVERTISING
- A BY SENDING IN A CARD
- B BY CALLING A TOLL-FREE NUMBER
- C BY CONTACTING AN ARMY RECRUITER
- E NONE OF THE ABOVE

SURVEY ITEMS #: A143 B143 C143 D116 TOTAL NPS SURVEYED IS 2,703

X115 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2200	447	2647	X	DF	P
D	50.0	48.1	49.7	0.537	1	0.4635
A	29.5	26.2	28.9	1.945	1	0.1631
B	4.3	4.0	4.2	0.055	1	0.8139
C	23.6	25.5	23.9	0.784	1	0.3761
E	5.5	4.9	5.4	0.210	1	0.6471

X115 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	342	661	1496	148	2647	X	DF	P
D	47.7	46.3	53.1	35.1	49.7	23.012	3	0.0001
A	21.9	25.1	34.2	8.8	28.9	61.971	3	0.0001
B	3.8	4.1	4.7	1.4	4.2	3.961	3	0.2657
C	26.6	22.4	24.2	21.0	23.9	2.992	3	0.3929
E	5.9	5.8	5.0	6.8	5.4	1.421	3	0.7007

## X115 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1853	595	103	87	2638	X	DF	P
D	48.5	54.1	48.5	46.0	49.7	6.222	3	0.1013
A	30.3	27.6	15.5	24.1	28.9	12.142	3	0.0069
B	4.2	5.0	1.0	3.5	4.2	3.842	3	0.2791
C	22.8	27.4	26.2	20.7	23.9	6.087	3	0.1075
E	4.7	7.1	7.8	5.8	5.4	6.159	3	0.1041

## X115 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL	2		
N=	2492	116	2608	X	DF	P
D	50.8	25.9	49.7	27.668	1	0.0001
A	30.2	6.9	29.1	29.091	1	0.0001
B	4.3	2.6	4.2	0.769	1	0.3804
C	24.0	17.2	23.7	2.828	1	0.0926
E	5.5	3.5	5.4	0.912	1	0.3396

## X115 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL	2		
N=	200	679	690	1059	2628	X	DF	P
D	53.0	47.9	49.3	50.3	49.6	1.998	3	0.5729
A	23.0	21.8	30.1	33.7	28.9	32.523	3	0.0001
B	5.0	3.2	4.9	4.2	4.2	2.794	3	0.4245
C	29.0	25.2	21.9	23.1	23.8	5.356	3	0.1475
E	8.0	6.3	5.9	4.0	5.4	8.429	3	0.0379

X140 -- TYPE OF RADIO LISTEN TO

WHAT TYPE OF RADIO DO YOU LISTEN TO?

- A I DON'T REGULARLY LISTEN TO RADIO - GO TO QUESTION #122
- B FM AT HOME
- C FM/STEREO AT HOME
- D AM AT HOME
- K AM/STEREO AT HOME
- E FM IN THE CAR
- F FM/STEREO IN THE CAR
- G AM IN THE CAR
- L AM/STEREO IN THE CAR

SURVEY ITEMS #: A144 B144 C144 D117 TOTAL NPS SURVEYED IS 2,703

X140 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2218	448	2666	X	DF	P
A	4.2	3.8	4.2	0.133	1	0.7156
B	14.3	20.3	15.3	10.246	1	0.0014
C	69.8	65.0	69.0	4.076	1	0.0435
D	3.0	4.2	3.2	1.778	1	0.1824
K	2.1	5.4	2.7	15.076	1	0.0001
E	9.5	10.5	9.6	0.448	1	0.5033
F	47.4	32.1	44.9	35.214	1	0.0001
G	3.2	4.0	3.3	0.867	1	0.3517
L	2.1	3.1	2.3	1.687	1	0.1940

X140 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	345	666	1506	149	2666	X	DF	P
A	5.6	2.6	4.4	5.6	4.2	6.681	3	0.0828
B	15.7	18.2	14.5	10.7	15.3	7.424	3	0.0596
C	68.4	67.9	70.0	65.1	69.0	2.199	3	0.5321
D	4.6	4.1	2.8	.7	3.2	7.703	3	0.0526
K	2.6	3.6	2.2	3.4	2.7	3.846	3	0.2786
E	10.4	12.3	8.4	8.7	9.6	8.657	3	0.0342
F	44.9	46.0	44.9	39.6	44.9	1.987	3	0.5751
G	3.8	4.4	2.9	1.3	3.3	5.021	3	0.1703
L	1.7	3.6	1.8	2.7	2.3	7.377	3	0.0608

## X140 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1867	597	106	87	2657	X	DF	P
A	4.2	3.9	1.9	7.1	4.2	3.236	3	0.3567
B	13.0	21.9	16.0	18.4	15.3	28.506	3	0.0001
C	69.6	68.7	65.1	59.8	68.9	4.580	3	0.2052
D	1.7	7.5	2.8	5.8	3.2	51.456	3	0.0001
K	1.3	6.5	2.8	3.5	2.6	47.821	3	0.0001
E	9.1	11.6	6.6	12.6	9.6	5.287	3	0.1519
F	50.3	30.0	41.5	34.5	44.9	79.975	3	0.0001
G	2.7	5.5	.9	3.5	3.3	13.493	3	0.0037
L	1.6	4.5	.0	3.5	2.3	20.465	3	0.0001

## X140 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL	2		
N=	2510	117	2627	X	DF	P
A	4.3	2.6	4.2	0.768	1	0.3809
B	15.2	17.1	15.3	0.317	1	0.5735
C	69.5	59.8	69.1	4.918	1	0.0266
D	3.2	3.4	3.2	0.027	1	0.8697
K	2.4	4.3	2.5	1.551	1	0.2130
E	9.2	15.4	9.5	4.978	1	0.0257
F	44.4	52.1	44.8	2.691	1	0.1009
G	3.2	2.6	3.2	0.159	1	0.6903
L	2.1	3.4	2.2	0.900	1	0.3428

## X140 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL	2		
N=	203	684	697	1063	2647	X	DF	P
A	6.6	4.2	4.4	3.6	4.2	3.822	3	0.2813
B	22.2	19.2	12.5	13.2	15.2	23.294	3	0.0001
C	62.1	66.5	71.6	70.1	69.0	9.287	3	0.0257
D	3.9	3.7	3.6	2.4	3.1	3.658	3	0.3008
K	4.9	3.7	2.3	1.7	2.6	11.021	3	0.0116
E	12.8	11.7	9.8	7.3	9.5	12.229	3	0.0066
F	35.5	36.1	44.8	52.3	44.8	52.229	3	0.0001
G	3.9	2.6	3.0	3.6	3.2	1.627	3	0.6532
L	3.0	3.2	1.9	1.7	2.2	5.375	3	0.1463

T221 -- TIMES REGULARLY LISTEN TO WEEKDAY RADIO

WHEN DO YOU REGULARLY LISTEN TO THE RADIO DURING THE WEEK-MONDAYS THROUGH FRIDAYS?

- A MORNING - 6 AM TO 10 AM
- B DAYTIME - 10 AM TO 3 PM
- C LATE AFTERNOON - 3 PM TO 7 PM
- D EVENINGS - 7 PM TO MIDNIGHT
- E OVERNIGHT - MIDNIGHT TO 6 AM
- F I DON'T REGULARLY LISTEN TO THE RADIO DURING THE WEEK
- G IMPUTED: DON'T REGULARLY LISTEN TO RADIO, VALID SKIP

SURVEY ITEMS #: A145 B145 C145 D118 TOTAL NPS SURVEYED IS 2,703

T221 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2185	446	2631	X	DF	P
A	39.5	41.5	39.8	0.636	1	0.4250
B	26.7	26.2	26.6	0.038	1	0.8451
C	50.7	50.5	50.7	0.010	1	0.9200
D	65.1	65.3	65.1	0.005	1	0.9464
E	22.4	26.5	23.1	3.388	1	0.0657
F	4.7	5.6	4.9	0.722	1	0.3956
G	4.2	3.8	4.1	0.148	1	0.7001

T221 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	338	659	1489	145	2631	X	DF	P
A	49.7	37.3	39.5	31.0	39.8	20.228	3	0.0002
B	31.4	31.7	22.7	32.4	26.6	26.861	3	0.0001
C	46.8	48.4	52.9	47.6	50.7	6.827	3	0.0776
D	59.8	60.7	69.1	56.6	65.1	25.045	3	0.0001
E	21.6	22.9	23.4	24.8	23.1	0.747	3	0.8620
F	4.5	6.1	4.3	5.6	4.9	3.534	3	0.3164
G	5.6	2.6	4.4	5.5	4.1	6.791	3	0.0789

## T221 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1843	589	105	85	2622	X	DF	P
A	41.2	34.5	41.0	41.2	39.7	8.707	3	0.0334
B	25.6	28.4	29.5	30.6	26.5	3.004	3	0.3911
C	52.7	43.8	50.5	50.6	50.6	14.262	3	0.0026
D	65.9	64.7	61.0	54.1	65.1	5.900	3	0.1166
E	20.5	31.8	24.8	18.8	23.2	32.746	3	0.0001
F	4.8	5.3	3.9	4.7	4.9	0.498	3	0.9193
G	4.2	3.9	1.9	7.1	4.2	3.253	3	0.3542

## T221 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL	2		
N=	2476	117	2593	X	DF	P
A	39.4	45.3	39.7	1.614	1	0.2039
B	26.4	31.6	26.6	1.577	1	0.2092
C	50.7	48.7	50.6	0.180	1	0.6710
D	66.4	37.6	65.1	40.894	1	0.0001
E	23.7	12.8	23.2	7.428	1	0.0064
F	4.7	6.9	4.8	1.158	1	0.2820
G	4.3	2.6	4.2	0.818	1	0.3658

## T221 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL	2		
N=	198	677	684	1053	2612	X	DF	P
A	28.3	35.3	37.4	46.0	39.6	35.001	3	0.0001
B	30.8	31.8	25.3	22.8	26.4	19.478	3	0.0002
C	38.9	47.1	53.1	53.2	50.5	18.609	3	0.0003
D	57.1	62.8	66.7	67.0	65.1	9.544	3	0.0229
E	22.2	28.2	23.1	19.8	23.0	16.722	3	0.0008
F	5.1	6.1	4.3	4.5	4.9	3.046	3	0.3846
G	6.6	4.1	4.4	3.6	4.2	3.753	3	0.2894

T222 -- TIMES REGULARLY LISTEN TO WEEKEND RADIO

WHEN DO YOU REGULARLY LISTEN TO THE RADIO DURING THE WEEKEND-SATURDAYS AND SUNDAYS?

- A MORNINGS - 6 AM TO 10 AM
- B DAYTIME - 10 AM TO 3 PM
- C LATE AFTERNOON - 3 PM TO 7 PM
- D EVENINGS - 7 PM TO MIDNIGHT
- E OVERNIGHT - MIDNIGHT TO 6 AM
- F I DON'T REGULARLY LISTEN TO THE RADIO DURING THE WEEKEND
- G IMPUTED: DON'T REGULARLY LISTEN TO RADIO, VALID SKIP

SURVEY ITEMS #: A146 B146 C146 D119 TOTAL NPS SURVEYED IS 2,703

T222 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2209	447	2656	X	DF	P
A	29.3	32.7	29.9	1.964	1	0.1611
B	44.5	52.8	45.9	10.420	1	0.0012
C	48.7	51.9	49.3	1.515	1	0.2183
D	62.5	63.5	62.7	0.180	1	0.6718
E	30.7	32.0	30.9	0.293	1	0.5880
F	8.3	6.6	8.0	1.581	1	0.2086
G	4.2	3.8	4.1	0.124	1	0.7252

T222 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	340	664	1504	148	2656	X	DF	P
A	28.2	26.1	32.7	23.0	29.9	13.936	3	0.0030
B	46.5	42.9	48.0	35.8	45.9	11.168	3	0.0109
C	45.6	47.6	51.2	45.3	49.3	5.774	3	0.1231
D	56.8	60.8	65.4	56.8	62.7	12.873	3	0.0049
E	27.4	30.6	31.3	36.5	30.9	4.321	3	0.2288
F	7.7	8.2	7.8	11.0	8.0	1.913	3	0.5906
G	5.6	2.6	4.3	5.4	4.1	6.742	3	0.0806

T222 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1858	597	104	88	2647	X	DF	P
A	30.4	27.3	30.8	34.1	29.9	2.925	3	0.4034
B	48.3	39.9	40.4	40.9	45.8	15.138	3	0.0017
C	51.4	43.4	48.1	44.3	49.2	12.394	3	0.0061
D	64.5	58.0	63.5	51.1	62.6	13.425	3	0.0038
E	30.3	34.7	28.9	21.6	30.9	8.128	3	0.0434
F	8.2	7.1	9.8	9.1	8.1	1.422	3	0.7004
G	4.2	3.9	1.9	6.8	4.1	3.031	3	0.3869

T222 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL	2		
N=	2501	116	2617	X	DF	P
A	30.0	25.0	29.8	1.319	1	0.2507
B	46.0	42.2	45.9	0.638	1	0.4244
C	49.5	43.1	49.2	1.815	1	0.1779
D	63.3	44.0	62.4	17.660	1	0.0001
E	31.6	16.4	31.0	12.060	1	0.0005
F	7.8	15.8	8.1	9.438	1	0.0021
G	4.2	2.6	4.2	0.758	1	0.3839

T222 BY AFQT(1980 NORMS)

	4	3B	3A	1&2	TOTAL	2		
N=	201	679	698	1059	2637	X	DF	P
A	24.9	28.6	31.0	30.9	29.8	3.840	3	0.2792
B	35.3	44.2	47.3	48.1	45.9	12.393	3	0.0062
C	39.3	47.4	51.6	50.8	49.3	11.395	3	0.0098
D	55.2	62.2	61.8	64.8	62.6	7.089	3	0.0691
E	29.4	33.4	30.7	29.7	30.9	3.057	3	0.3829
F	7.0	6.8	8.4	8.8	8.1	2.610	3	0.4558
G	6.5	4.1	4.3	3.6	4.1	3.606	3	0.3073



T691 -- AVERAGE NUMBER HRS/WK LISTENING TO RADIO

WHAT IS THE AVERAGE NUMBER OF HOURS PER WEEK THAT YOU  
SPEND LISTENING TO RADIO?

- 1 2 HOURS OR LESS PER WEEK
- 2 3 TO 5 HOURS PER WEEK
- 3 6 TO 10 HOURS PER WEEK
- 4 11 TO 15 HOURS PER WEEK
- 5 16 TO 20 HOURS PER WEEK
- 6 MORE THAN 20 HOURS PER WEEK
- 8 I DON'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A147 B147 C147 D120 TOTAL NPS SURVEYED IS 2,703

T691 BY GENDER

	MALE	FEMALE	TOTAL
N=	2212	446	2658
1	6.7	5.6	6.5
2	14.2	13.7	14.1
3	19.5	19.1	19.4
4	14.8	13.5	14.6
5	12.5	16.8	13.2
6	28.3	27.6	28.1
8	4.2	3.8	4.1
TOTAL	100.2	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	6.638	6	0.3557

T691 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	343	665	1501	149	2658
1	7.0	6.5	6.4	6.0	6.5
2	15.7	15.0	13.6	11.4	14.1
3	23.3	19.1	19.0	16.1	19.4
4	13.1	15.0	14.6	15.4	14.6
5	13.1	14.3	13.0	10.7	13.2
6	22.2	27.5	29.1	34.9	28.1
8	5.5	2.6	4.3	5.4	4.1
TOTAL	99.9	100.0	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	21.784	18	0.2417

## T691 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1859	597	105	88	2649
1	5.8	6.7	11.4	13.6	6.5
2	13.9	12.9	14.3	27.3	14.2
3	19.9	18.6	20.0	15.9	19.4
4	15.3	13.1	16.2	6.8	14.5
5	12.4	16.4	10.5	11.4	13.2
6	28.5	28.5	25.7	18.2	28.1
8	4.2	3.9	1.9	6.8	4.1
TOTAL	100.0	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	42.724	18	0.0009

## T691 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2503	116	2619
1	6.2	11.2	6.4
2	13.8	20.7	14.1
3	19.3	22.4	19.4
4	14.6	14.7	14.6
5	13.3	10.3	13.2
6	28.6	18.1	28.1
8	4.2	2.6	4.2
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	14.465	6	0.0249

## T691 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	201	679	697	1062	2639
1	11.4	6.2	6.2	6.0	6.5
2	16.4	13.7	13.6	14.4	14.2
3	14.4	19.0	18.8	21.1	19.4
4	10.0	12.5	14.9	16.1	14.4
5	13.4	15.6	12.5	12.2	13.3
6	27.9	28.9	29.7	26.6	28.1
8	6.5	4.1	4.3	3.6	4.1
TOTAL	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	29.297	18	0.0449

T276 -- TIME ZONE LIVING AT CONTRACTING

WHAT TIME ZONE DID YOU LIVE IN WHEN YOU SIGNED YOUR CONTRACT?

- 1 EASTERN
- 2 CENTRAL
- 3 MOUNTAIN
- 4 PACIFIC
- 5 OTHER TIME ZONE (E.G., ALASKA)
- 8 I DON'T KNOW

SURVEY ITEMS #: A149 B149 C149 D122 TOTAL NPS SURVEYED IS 2,703

T276 BY GENDER

	MALE	FEMALE	TOTAL
N=	2208	446	2654
1	38.9	35.4	38.3
2	39.3	40.1	39.4
3	5.3	4.9	5.2
4	9.0	6.7	8.6
5	.5	.2	.5
8	7.2	12.6	8.1
TOTAL	100.2	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	17.491	5	0.0037

T276 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	343	663	1499	149	2654
1	48.4	39.7	35.0	41.6	38.3
2	31.2	35.9	43.8	30.2	39.4
3	3.8	5.3	5.3	7.4	5.2
4	9.0	10.7	7.4	10.1	8.6
5	.0	1.1	.3	.0	.5
8	7.6	7.4	8.2	10.7	8.1
TOTAL	100.0	100.1	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	51.386	15	0.0001

## T276 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1859	597	102	87	2645
1	37.5	45.4	22.6	26.4	38.3
2	41.7	35.2	36.3	21.8	39.4
3	6.0	1.7	11.8	4.6	5.2
4	8.0	6.0	15.7	31.0	8.6
5	.3	.3	2.0	3.5	.5
8	6.6	11.4	11.8	12.6	8.1
TOTAL	100.1	100.0	100.2	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	158.507	15	0.0001

## T276 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2498	117	2615
1	38.9	29.1	38.4
2	39.0	45.3	39.2
3	4.9	10.3	5.1
4	8.7	8.6	8.6
5	.4	.9	.4
8	8.3	6.0	8.2
TOTAL	100.2	100.2	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	11.496	5	0.0424

## T276 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	199	681	695	1060	2635
1	35.7	38.6	39.0	38.3	38.4
2	36.7	37.2	39.0	41.5	39.4
3	3.0	3.1	6.5	6.0	5.2
4	12.6	6.9	7.5	9.7	8.6
5	1.0	.9	.3	.2	.5
8	11.1	13.4	7.8	4.3	8.1
TOTAL	100.1	100.1	100.1	100.0	100.2

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	74.134	15	0.0001

X690 -- AVERAGE NUMBER HRS/WK WATCHED TV

WHAT IS THE AVERAGE NUMBER OF HOURS PER WEEK THAT YOU  
SPEND WATCHING TELEVISION?

- 1 2 HOURS OR LESS PER WEEK
- 2 3 TO 5 HOURS PER WEEK
- 3 6 TO 10 HOURS PER WEEK
- 4 11 TO 15 HOURS PER WEEK
- 5 16 TO 20 HOURS PER WEEK
- 6 MORE THAN 20 HOURS PER WEEK
- 7 I DON'T WATCH ANY TELEVISION - GO TO Q #129

SURVEY ITEMS #: A150 B150 C150 D123 TOTAL NPS SURVEYED IS 2,703

X690 BY GENDER

	MALE	FEMALE	TOTAL
N=	2193	446	2639
1	7.8	11.2	8.3
2	21.1	26.5	22.0
3	27.1	25.6	26.8
4	17.6	12.1	16.6
5	11.1	9.2	10.8
6	12.8	12.8	12.8
7	2.6	2.7	2.7
TOTAL	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	18.439	6	0.0052

X690 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	342	656	1492	149	2639
1	10.2	7.9	8.0	8.7	8.3
2	29.0	20.4	21.3	20.1	22.0
3	24.9	31.0	25.5	26.9	26.8
4	14.9	15.4	17.6	16.1	16.6
5	9.1	9.9	12.0	6.7	10.8
6	9.1	13.6	13.2	13.4	12.8
7	2.9	1.8	2.4	8.1	2.7
TOTAL	100.1	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	46.931	18	0.0002

X690 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1847	595	102	86	2630
1	8.2	6.4	9.8	22.1	8.3
2	23.2	19.8	15.7	18.6	22.0
3	27.5	25.2	30.4	20.9	26.9
4	16.1	18.5	19.6	11.6	16.7
5	11.3	9.6	9.8	9.3	10.8
6	10.7	19.0	11.8	14.0	12.7
7	3.0	1.5	2.9	3.5	2.7
TOTAL	100.0	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	63.299	18	0.0001

X690 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2486	117	2603
1	8.4	8.6	8.4
2	22.0	21.4	21.9
3	26.7	28.2	26.7
4	16.7	16.2	16.7
5	10.6	15.4	10.8
6	13.1	6.8	12.8
7	2.6	3.4	2.7
TOTAL	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	6.196	6	0.4016

X690 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	191	677	695	1057	2620
1	7.9	7.8	9.4	8.0	8.3
2	21.5	21.4	19.7	24.1	22.1
3	24.1	25.9	28.4	27.0	26.8
4	18.9	16.7	16.6	16.2	16.6
5	10.5	10.9	8.9	12.0	10.8
6	13.6	13.9	14.7	10.5	12.7
7	3.7	3.4	2.5	2.2	2.7
TOTAL	100.2	100.0	100.2	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	21.171	18	0.2708

X232 -- TIMES REGULARLY WATCH WEEKDAY TV

WHEN DO YOU REGULARLY WATCH TV DURING THE WEEK-MONDAYS THROUGH FRIDAYS?

- A MORNINGS - 6 AM TO 9 AM
- B DAYTIME - 9 AM TO 4 PM
- C LATE AFTERNOON - 4 PM TO 8 PM
- D PRIME TIME - 8 PM TO 11 PM
- E LATE NIGHT - 11 PM TO 1 AM
- F OVERNIGHT - 1 AM TO 6 AM
- G I DON'T REGULARLY WATCH TV DURING THE WEEK
- H IMPUTED

SURVEY ITEMS #: A151 B151 C151 D124 TOTAL NPS SURVEYED IS 2,703

X232 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2194	447	2641	X	DF	P
A	9.6	6.3	9.1	5.073	1	0.0243
B	13.8	38.0	17.9	148.175	1	0.0001
C	37.2	31.5	36.3	5.209	1	0.0225
D	63.5	60.6	63.0	1.350	1	0.2452
E	30.3	21.9	28.9	12.712	1	0.0004
F	6.9	4.5	6.5	3.672	1	0.0553
G	7.3	6.3	7.1	0.523	1	0.4695
H	2.6	2.7	2.7	0.002	1	0.9608

X232 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	340	660	1494	147	2641	X	DF	P
A	7.1	8.9	9.4	10.9	9.1	2.435	3	0.4871
B	18.2	23.9	15.4	15.7	17.9	23.284	3	0.0001
C	29.7	28.9	41.4	32.7	36.3	39.293	3	0.0001
D	63.2	61.2	65.1	49.7	63.0	15.041	3	0.0018
E	31.5	30.8	27.5	28.6	28.9	3.615	3	0.3062
F	8.2	7.7	5.6	6.1	6.5	5.237	3	0.1552
G	7.1	6.7	7.1	8.8	7.1	0.804	3	0.8486
H	2.9	1.8	2.4	8.2	2.7	19.533	3	0.0002

## X232 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1848	594	103	87	2632	X	DF	P
A	8.6	9.9	6.8	12.6	9.0	3.013	3	0.3897
B	14.4	28.0	20.4	18.4	17.8	56.889	3	0.0001
C	37.4	32.0	35.0	42.5	36.3	7.274	3	0.0636
D	62.6	65.2	61.2	58.6	63.0	2.166	3	0.5387
E	27.4	34.3	22.3	28.7	28.8	12.819	3	0.0050
F	5.7	9.8	4.9	4.6	6.5	13.355	3	0.0039
G	7.8	5.8	6.0	4.6	7.2	3.821	3	0.2814
H	3.0	1.5	2.9	3.5	2.7	3.955	3	0.2663

## X232 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL	2		
N=	2486	117	2603	X	DF	P
A	8.9	10.3	8.9	0.272	1	0.6017
B	18.0	16.2	17.9	0.241	1	0.6235
C	36.5	31.6	36.3	1.142	1	0.2852
D	62.9	64.1	63.0	0.068	1	0.7944
E	29.3	19.7	28.9	5.082	1	0.0242
F	6.8	2.6	6.6	3.202	1	0.0736
G	7.1	7.8	7.2	0.082	1	0.7748
H	2.6	3.4	2.7	0.280	1	0.5967

## X232 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL	2		
N=	198	679	693	1052	2622	X	DF	P
A	8.1	9.0	9.4	8.6	8.9	0.515	3	0.9157
B	15.2	22.8	19.9	13.6	17.8	27.551	3	0.0001
C	31.8	35.6	37.7	36.5	36.2	2.419	3	0.4901
D	58.1	56.7	65.5	66.4	63.0	20.555	3	0.0001
E	30.3	31.7	28.6	26.9	28.8	4.797	3	0.1872
F	9.6	6.8	7.2	5.2	6.5	6.604	3	0.0856
G	7.2	6.2	7.0	7.9	7.2	1.829	3	0.6087
H	3.5	3.4	2.5	2.2	2.7	2.988	3	0.3935



X233 -- TIMES REGULARLY WATCH WEEKEND TV

WHEN DO YOU REGULARLY WATCH TV DURING THE WEEKEND-SATURDAYS AND SUNDAYS?

- A MORNINGS - 6 AM TO 9 AM
- B DAYTIME - 9 AM TO 4 PM
- C LATE AFTERNOON - 4 PM TO 8 PM
- D PRIME TIME - 8 PM TO 11 PM
- E LATE NIGHT - 11 PM TO 1 AM
- F OVERNIGHT - 1 AM TO 6 AM
- G I DON'T REGULARLY WATCH TV DURING THE WEEKEND
- H IMPUTED: DON'T WATCH ANY TV

SURVEY ITEMS #: A152 B152 C152 D125 TOTAL NPS SURVEYED IS 2,703

X233 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2196	446	2642	X	DF	P
A	17.5	12.6	16.7	6.492	1	0.0108
B	32.3	28.0	31.6	3.178	1	0.0746
C	27.2	27.6	27.3	0.023	1	0.8807
D	41.9	43.3	42.1	0.289	1	0.5907
E	35.2	29.6	34.3	5.169	1	0.0230
F	13.3	7.6	12.3	10.884	1	0.0010
G	16.0	21.1	16.9	6.685	1	0.0097
H	2.6	2.7	2.7	0.004	1	0.9528

X233 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	342	660	1493	147	2642	X	DF	P
A	14.0	12.9	19.0	16.3	16.7	14.174	3	0.0027
B	31.3	30.9	32.5	26.5	31.6	2.450	3	0.4844
C	30.4	26.1	28.1	17.0	27.3	10.546	3	0.0145
D	42.1	39.2	44.5	30.6	42.1	13.816	3	0.0032
E	26.9	33.5	36.8	28.6	34.3	14.921	3	0.0019
F	10.2	11.8	12.9	13.6	12.3	2.162	3	0.5396
G	15.3	18.0	16.8	16.6	16.9	1.207	3	0.7513
H	2.9	1.8	2.4	8.2	2.7	19.523	3	0.0002

## X233 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1848	595	103	87	2633	X	DF	P
A	15.9	18.3	18.5	18.4	16.6	2.357	3	0.5018
B	30.0	36.8	35.0	26.4	31.6	11.163	3	0.0109
C	26.2	28.9	25.2	36.8	27.1	6.063	3	0.1086
D	41.8	42.0	46.6	43.7	42.1	1.027	3	0.7948
E	34.2	35.3	30.1	29.9	34.1	1.801	3	0.6147
F	11.7	13.8	10.7	17.2	12.3	4.070	3	0.2540
G	18.2	13.4	12.1	18.8	16.9	9.184	3	0.0269
H	3.0	1.5	2.9	3.5	2.7	3.975	3	0.2642

## X233 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL	2		
N=	2487	117	2604	X	DF	P
A	16.7	14.5	16.6	0.376	1	0.5399
B	31.6	31.6	31.6	0.000	1	0.9964
C	27.2	25.6	27.1	0.134	1	0.7142
D	41.7	48.7	42.1	2.235	1	0.1349
E	34.5	26.5	34.1	3.184	1	0.0744
F	12.7	6.8	12.4	3.493	1	0.0616
G	17.0	13.2	16.9	1.167	1	0.2801
H	2.6	3.4	2.7	0.281	1	0.5961

## X233 .BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL	2		
N=	198	679	692	1054	2623	X	DF	P
A	16.7	17.2	17.8	15.2	16.5	2.415	3	0.4909
B	29.3	31.5	31.1	32.5	31.6	0.930	3	0.8181
C	27.3	27.1	27.2	26.9	27.1	0.016	3	0.9995
D	36.9	38.7	46.7	42.4	42.2	11.357	3	0.0099
E	32.8	33.1	35.3	34.4	34.2	0.861	3	0.8349
F	12.6	11.9	13.7	11.5	12.3	2.074	3	0.5572
G	14.9	15.3	16.7	18.6	17.0	3.950	3	0.2670
H	3.5	3.4	2.5	2.2	2.7	3.003	3	0.3912

T692      -- AVERAGE DAYS/WK READING A NEWSPAPER

HOW MANY DAYS PER WEEK ON THE AVERAGE DO YOU READ A  
NEWSPAPER?

- 1    1 DON'T READ NEWSPAPERS
- 2    7 DAYS PER WEEK
- 3    6 DAYS PER WEEK
- 4    5 DAYS PER WEEK
- 5    4 DAYS PER WEEK
- 6    3 DAYS PER WEEK
- 7    2 DAYS PER WEEK
- 8    1 DAY PER WEEK (EXCLUDING SUNDAY)
- 9    SUNDAY ONLY

SURVEY ITEMS #:    A156    B156    C156    D129      TOTAL NPS SURVEYED IS 2,703

T692 BY GENDER

	MALE	FEMALE	TOTAL
N=	2190	450	2640
1	14.8	10.7	14.1
2	20.6	15.6	19.7
3	6.5	7.1	6.6
4	10.2	9.8	10.2
5	9.8	10.9	10.0
6	11.8	14.0	12.2
7	10.6	11.3	10.8
8	7.2	9.1	7.5
9	8.4	11.6	8.9
TOTAL	99.9	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	17.850	8	0.0224

T692 BY HIGHEST EDUCATION

N=	POST 342	HSDG 658	HSST 1493	NHSG 147	TOTAL 2640
1	9.9	10.9	15.4	25.2	14.1
2	25.2	21.3	18.6	11.6	19.7
3	9.1	6.4	6.2	6.8	6.6
4	11.7	12.9	8.6	10.2	10.2
5	10.8	8.8	10.3	10.2	10.0
6	12.6	13.5	11.4	12.9	12.2
7	8.8	8.8	12.0	11.6	10.8
8	6.7	8.2	7.7	4.8	7.5
9	5.3	9.1	9.9	6.8	8.9
TOTAL	100.1	99.9	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	66.722	24	0.0001

T692 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1853	593	100	85	2631
1	16.0	8.8	9.0	17.7	14.1
2	19.3	20.1	22.0	24.7	19.7
3	6.3	7.9	6.0	7.1	6.7
4	10.4	9.6	12.0	5.9	10.2
5	9.0	12.1	15.0	11.8	10.0
6	11.7	14.3	14.0	7.1	12.2
7	10.7	11.0	11.0	9.4	10.8
8	7.3	8.3	5.0	9.4	7.5
9	9.4	7.9	6.0	7.1	8.9
TOTAL	100.1	100.0	100.0	100.2	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	41.409	24	0.0150

T692 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2484	117	2601
1	14.2	15.4	14.3
2	19.6	18.8	19.6
3	6.8	4.3	6.7
4	10.1	11.1	10.2
5	9.9	11.1	10.0
6	12.0	17.1	12.2
7	10.8	11.1	10.8
8	7.7	5.1	7.5
9	9.0	6.0	8.8
TOTAL	100.1	100.0	100.1

STATISTIC  
CHISQUARE

VALUE  
5.989

D.F.  
8

PROB.  
0.6485

T692 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	199	676	691	1056	2622
1	17.1	17.2	14.0	11.7	14.2
2	16.1	19.4	17.2	22.2	19.7
3	3.5	5.5	6.1	8.4	6.7
4	8.5	7.5	9.3	12.6	10.1
5	9.1	11.1	11.6	8.5	10.0
6	14.6	12.4	14.5	10.2	12.2
7	13.1	10.5	11.6	9.9	10.7
8	10.6	7.8	8.0	6.5	7.6
9	7.5	8.6	7.8	9.9	8.9
TOTAL	100.1	100.0	100.1	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	59.363	24	0.0001



X693 -- AVERAGE HOURS/WK READING MAGAZINES

HOW MANY HOURS PER WEEK ON THE AVERAGE DO YOU SPEND  
READING MAGAZINES?

- 1 2 HOURS OR LESS PER WEEK
- 2 3 TO 5 HOURS PER WEEK
- 3 6 TO 8 HOURS PER WEEK
- 4 9 TO 12 HOURS PER WEEK
- 5 13 TO 15 HOURS PER WEEK
- 6 MORE THAN 15 HOURS PER WEEK
- 7 I DON'T READ MAGAZINES - GO TO QUESTION #132

SURVEY ITEMS #: A157 B157 C157 D130 TOTAL NPS SURVEYED IS 2,703

X693 BY GENDER

	MALE	FEMALE	TOTAL
N=	2048	427	2475
1	47.6	55.5	49.0
2	27.2	23.7	26.6
3	8.5	8.4	8.4
4	3.0	1.4	2.7
5	1.1	.9	1.1
6	1.2	.5	1.1
7	11.5	9.6	11.2
TOTAL	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	12.412	6	0.0534

X693 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	324	611	1402	138	2475
1	46.3	52.4	48.7	42.8	49.0
2	33.0	27.0	25.8	17.4	26.6
3	8.6	7.9	8.5	10.1	8.4
4	3.1	2.6	2.7	2.2	2.7
5	.0	.7	1.4	2.2	1.1
6	1.5	.3	1.4	.7	1.1
7	7.4	9.2	11.6	24.6	11.2
TOTAL	99.9	100.1	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	55.384	18	0.0001

## X693 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1747	548	94	77	2466
1	48.8	50.9	34.0	58.4	49.0
2	27.1	24.5	31.9	20.8	26.5
3	7.7	10.6	10.6	7.8	8.4
4	2.8	2.7	1.1	2.6	2.7
5	1.0	1.5	.0	1.3	1.1
6	1.0	1.1	3.2	.0	1.1
7	11.6	8.8	19.2	9.1	11.2
TOTAL	100.0	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	30.268	18	0.0349

## X693 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2331	107	2438
1	49.1	46.7	49.0
2	26.5	27.1	26.5
3	8.4	7.5	8.3
4	2.8	1.9	2.7
5	1.1	.9	1.1
6	1.2	.0	1.1
7	11.1	15.9	11.3
TOTAL	100.2	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	3.887	6	0.6920

## X693 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	172	614	655	1017	2458
1	52.3	49.4	49.6	47.8	49.0
2	19.8	22.0	25.7	31.0	26.5
3	5.2	8.6	9.2	8.3	8.4
4	2.3	2.9	1.8	3.2	2.7
5	.0	1.0	1.2	1.3	1.1
6	1.2	.8	.8	1.5	1.1
7	19.2	15.3	11.8	7.0	11.2
TOTAL	100.0	100.0	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	62.190	18	0.0001

T225      -- LISTEN TO RADIO PRGM:KING BISCUIT HOUR

DO YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

KING BISCUIT HOUR

- 1 REGULARLY TUNE IN THE RADIO TO HEAR IT
- 2 SOMETIMES HEAR IT-I LISTEN IF IT HAPPENS TO BE ON WHEN I TURN ON THE RADIO
- 3 HAVE LISTENED TO IT ONCE OR TWICE
- 4 HAVE NEVER LISTENED TO IT
- 8 I DON'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121      TOTAL NPS SURVEYED IS 2,703

T225      BY GENDER

	MALE	FEMALE	TOTAL
N=	1983	423	2406
1	2.8	1.4	2.5
2	10.3	3.1	9.0
3	7.8	3.1	6.9
4	74.5	88.4	77.0
8	4.6	4.0	4.5
TOTAL	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	42.729	4	0.0001

T225      BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	317	606	1359	124	2406
1	1.9	1.8	2.9	3.2	2.5
2	10.4	9.2	7.7	18.6	9.0
3	12.0	7.4	5.2	10.5	6.9
4	69.7	78.7	79.3	61.3	77.0
8	6.0	2.8	4.8	6.5	4.5
TOTAL	100.0	99.9	99.9	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	52.470	12	0.0001

T225 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1692	539	90	76	2397
1	3.1	.9	1.1	1.3	2.5
2	11.7	1.3	10.0	4.0	9.1
3	8.6	1.7	5.6	10.5	7.0
4	72.0	91.8	81.1	76.3	76.9
8	4.6	4.3	2.2	7.9	4.6
TOTAL	100.0	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	114.131	12	0.0001

T225 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2272	98	2370
1	2.6	1.0	2.5
2	9.1	10.2	9.1
3	6.6	12.2	6.8
4	77.1	73.5	77.0
8	4.7	3.1	4.6
TOTAL	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	6.084	4	0.1930

T225 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	170	600	637	983	2390
1	1.8	2.0	2.7	2.9	2.5
2	5.9	6.7	7.9	11.9	9.1
3	4.1	3.7	4.1	11.3	7.0
4	80.6	83.0	80.7	70.1	76.9
8	7.7	4.7	4.7	3.9	4.6
TOTAL	100.1	100.1	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	77.420	12	0.0001

T673 -- LISTEN TO RADIO PRGM:ROCK/QUIZ/STAR QUIZ

DO YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

ROCK QUIZ/STAR QUIZ

- 1 REGULARLY TUNE IN THE RADIO TO HEAR IT
- 2 SOMETIMES HEAR IT-I LISTEN IF IT HAPPENS TO BE ON WHEN I TURN ON THE RADIO
- 3 HAVE LISTENED TO IT ONCE OR TWICE
- 4 HAVE NEVER LISTENED TO IT
- 8 I DON'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 2,703

T673 BY GENDER

	MALE	FEMALE	TOTAL
N=	1962	421	2383
1	2.6	3.3	2.7
2	8.8	12.6	9.5
3	9.4	10.5	9.6
4	74.5	69.6	73.7
8	4.7	4.0	4.6
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	7.815	4	0.0986

T673 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	315	607	1340	121	2383
1	1.9	1.5	3.4	3.3	2.7
2	10.8	9.7	9.6	4.1	9.5
3	9.2	10.5	9.1	11.6	9.6
4	72.1	75.5	73.1	74.4	73.7
8	6.0	2.8	4.9	6.6	4.6
TOTAL	100.0	100.0	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	19.518	12	0.0768

T673 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1669	534	91	80	2374
1	2.7	2.4	2.2	2.5	2.6
2	10.0	7.9	12.1	7.5	9.5
3	9.4	9.4	11.0	15.0	9.7
4	73.3	76.0	72.5	67.5	73.7
8	4.7	4.3	2.2	7.5	4.6
TOTAL	100.1	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	9.296	12	0.6775

T673 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2248	97	2345
1	2.7	1.0	2.6
2	9.4	9.3	9.4
3	9.7	6.2	9.6
4	73.5	80.4	73.8
8	4.7	3.1	4.7
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	3.317	4	0.5062

T673 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	171	596	633	966	2366
1	3.5	3.7	2.2	2.1	2.6
2	13.5	8.7	9.8	9.0	9.5
3	8.8	10.4	9.3	9.6	9.7
4	66.7	72.5	73.9	75.4	73.6
8	7.6	4.7	4.7	3.9	4.6
TOTAL	100.1	100.0	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	14.647	12	0.2613

T674 -- LISTEN TO RADIO PRGM: COAST-TO-COAST

DO YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

COAST-TO-COAST

- 1 REGULARLY TUNE IN THE RADIO TO HEAR IT
- 2 SOMETIMES HEAR IT-I LISTEN IF IT HAPPENS TO BE ON WHEN I TURN ON THE RADIO
- 3 HAVE LISTENED TO IT ONCE OR TWICE
- 4 HAVE NEVER LISTENED TO IT
- 8 I DON'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 2,703

T674 BY GENDER

	MALE	FEMALE	TOTAL
N=	1991	422	2413
1	8.1	14.2	9.2
2	21.6	22.5	21.7
3	11.8	10.9	11.7
4	53.9	48.3	52.9
8	4.6	4.0	4.5
TOTAL	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	16.688	4	0.0022

T674 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	318	617	1356	122	2413
1	7.2	10.4	9.4	5.7	9.2
2	23.3	23.0	21.2	17.2	21.7
3	15.4	12.0	10.4	13.9	11.7
4	48.1	51.9	54.2	56.6	52.9
8	6.0	2.8	4.8	6.6	4.5
TOTAL	100.0	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	21.723	12	0.0407

T674 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1687	547	91	79	2404
1	6.8	17.9	4.4	6.3	9.2
2	21.5	23.4	17.6	20.3	21.8
3	11.8	10.8	13.2	13.9	11.7
4	55.3	43.7	62.6	51.9	52.8
8	4.6	4.2	2.2	7.6	4.5
TOTAL	100.0	100.0	100.0	100.0	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 76.746 12 0.0001

T674 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2278	98	2376
1	9.4	4.1	9.2
2	21.8	21.4	21.8
3	11.7	12.2	11.7
4	52.5	59.2	52.8
8	4.7	3.1	4.6
TOTAL	100.1	100.0	100.1

STATISTIC VALUE D.F. PROB.  
CHISQUARE 4.235 4 0.3751

T674 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	169	607	640	980	2396
1	8.3	12.0	10.5	6.8	9.2
2	19.5	21.9	20.3	22.9	21.7
3	13.0	11.9	11.6	11.3	11.6
4	51.5	49.6	53.0	55.1	52.9
8	7.7	4.6	4.7	3.9	4.6
TOTAL	100.0	100.0	100.1	100.0	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 21.297 12 0.0462



T675 -- LISTEN TO RADIO PRGM:WALT LOVE'S COUNTDN

DO YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

WALT LOVE'S COUNTDOWN

- 1 REGULARLY TUNE IN THE RADIO TO HEAR IT
- 2 SOMETIMES HEAR IT-I LISTEN IF IT HAPPENS TO BE ON WHEN I TURN ON THE RADIO
- 3 HAVE LISTENED TO IT ONCE OR TWICE
- 4 HAVE NEVER LISTENED TO IT
- 8 I DON'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 2,703

T675 BY GENDER

	MALE	FEMALE	TOTAL
N=	1950	423	2373
1	2.6	6.6	3.3
2	4.5	6.4	4.8
3	2.5	4.3	2.8
4	85.8	78.7	84.5
8	4.7	4.0	4.6
TOTAL	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	26.510	4	0.0001

T675 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	312	606	1337	118	2373
1	3.2	4.8	2.9	.0	3.3
2	8.3	6.3	3.5	2.5	4.8
3	2.6	3.8	2.5	1.7	2.8
4	79.8	82.3	86.2	89.0	84.5
8	6.1	2.8	4.9	6.8	4.6
TOTAL	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	37.609	12	0.0002

T675 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1650	549	90	75	2364
1	.4	12.9	1.1	.0	3.3
2	1.6	14.6	5.6	2.7	4.8
3	2.2	4.6	3.3	2.7	2.8
4	91.1	63.8	87.8	86.7	84.5
8	4.7	4.2	2.2	8.0	4.6
TOTAL	100.0	100.1	100.0	100.1	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 393.318 12 0.0001

T675 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2241	95	2336
1	3.3	3.2	3.3
2	4.8	3.2	4.8
3	2.7	3.2	2.7
4	84.5	87.4	84.6
8	4.7	3.2	4.7
TOTAL	100.0	100.2	100.1

STATISTIC VALUE D.F. PROB.  
CHISQUARE 1.169 4 0.8832

T675 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	170	595	626	965	2356
1	6.5	5.0	2.7	2.0	3.3
2	7.7	6.6	5.4	2.9	4.8
3	6.5	2.5	3.8	1.7	2.8
4	71.8	81.2	83.2	89.5	84.5
8	7.7	4.7	4.8	3.9	4.6
TOTAL	100.2	100.0	99.9	100.0	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 57.628 12 0.0001

T228 -- LISTEN TO RADIO PRGM:ROCKLINE

DO YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

ROCKLINE

- 1 REGULARLY TUNE IN THE RADIO TO HEAR IT
- 2 SOMETIMES HEAR IT-I LISTEN IF IT HAPPENS TO BE ON WHEN I TURN ON THE RADIO
- 3 HAVE LISTENED TO IT ONCE OR TWICE
- 4 HAVE NEVER LISTENED TO IT
- 8 I DON'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 2,703

T228 BY GENDER

	MALE	FEMALE	TOTAL
N=	2002	423	2425
1	12.4	6.6	11.4
2	19.1	12.8	18.0
3	11.4	12.8	11.7
4	52.5	63.8	54.4
8	4.6	4.0	4.5
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	27.157	4	0.0001

T228 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	317	614	1372	122	2425
1	5.4	9.1	13.3	16.4	11.4
2	17.7	19.1	17.6	18.9	18.0
3	12.3	11.1	11.6	13.9	11.7
4	58.7	58.0	52.8	44.3	54.4
8	6.0	2.8	4.7	6.6	4.5
TOTAL	100.1	100.1	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	34.058	12	0.0007

T228 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1711	535	92	78	2416
1	14.3	2.8	10.9	7.7	11.4
2	21.2	7.9	19.6	15.4	18.0
3	12.7	8.6	13.0	10.3	11.7
4	47.3	76.5	54.4	59.0	54.4
8	4.6	4.3	2.2	7.7	4.5
TOTAL	100.1	100.1	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	161.925	12	0.0001

T228 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2289	99	2388
1	11.6	8.1	11.5
2	18.3	11.1	18.0
3	11.5	13.1	11.6
4	53.9	64.7	54.4
8	4.6	3.0	4.6
TOTAL	99.9	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	6.518	4	0.1637

T228 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	171	608	644	985	2408
1	12.9	10.9	12.6	10.8	11.4
2	19.3	13.5	16.9	21.2	18.0
3	7.6	7.7	12.7	14.3	11.8
4	52.6	63.3	53.1	49.9	54.3
8	7.6	4.6	4.7	3.9	4.5
TOTAL	100.0	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	49.194	12	0.0001

T227 -- LISTEN TO RADIO PRGM:METAL SHOP

DO YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

METAL SHOP

- 1 REGULARLY TUNE IN THE RADIO TO HEAR IT
- 2 SOMETIMES HEAR IT-I LISTEN IF IT HAPPENS TO BE ON WHEN I TURN ON THE RADIO
- 3 HAVE LISTENED TO IT ONCE OR TWICE
- 4 HAVE NEVER LISTENED TO IT
- 8 I DON'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 2,703

T227 BY GENDER

	MALE	FEMALE	TOTAL
N=	1983	417	2400
1	12.7	3.4	11.0
2	13.0	4.6	11.5
3	9.0	5.0	8.3
4	60.7	83.0	64.5
8	4.6	4.1	4.5
TOTAL	100.0	100.1	99.8

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	81.718	4	0.0001

T227 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	312	602	1360	126	2400
1	4.2	6.5	13.2	26.2	11.0
2	9.6	10.0	12.1	17.5	11.5
3	8.3	8.6	8.2	8.7	8.3
4	71.8	72.1	61.7	41.3	64.5
8	6.1	2.8	4.8	6.4	4.5
TOTAL	100.0	100.0	100.0	100.1	99.8

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	90.274	12	0.0001

T227 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1701	524	90	76	2391
1	14.3	1.3	10.0	6.6	11.1
2	14.2	2.9	12.2	9.2	11.5
3	9.9	3.6	8.9	6.6	8.4
4	57.0	87.8	66.7	69.7	64.5
8	4.6	4.4	2.2	7.9	4.6
TOTAL	100.0	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	189.523	12	0.0001

T227 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2267	96	2363
1	11.3	7.3	11.2
2	11.8	4.2	11.5
3	8.6	3.1	8.4
4	63.6	82.3	64.3
8	4.7	3.1	4.6
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	14.836	4	0.0051

T227 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	168	596	641	978	2383
1	12.5	10.7	12.5	10.2	11.1
2	6.6	9.4	11.9	13.4	11.5
3	9.5	5.4	8.0	10.3	8.4
4	63.7	69.8	63.0	62.2	64.4
8	7.7	4.7	4.7	3.9	4.6
TOTAL	100.0	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	30.775	12	0.0021

T226 -- LISTEN TO RADIO PRGM:AMER TOP 40 CASEY K

DO YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

AMERICA'S TOP 40 (CASEY KASEM)

- 1 REGULARLY TUNE IN THE RADIO TO HEAR IT
- 2 SOMETIMES HEAR IT-I LISTEN IF IT HAPPENS TO BE ON WHEN I TURN ON THE RADIO
- 3 HAVE LISTENED TO IT ONCE OR TWICE
- 4 HAVE NEVER LISTENED TO IT
- 8 I DON'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 2,703

T226 BY GENDER

	MALE	FEMALE	TOTAL
N=	2119	436	2555
1	28.2	36.5	29.6
2	43.5	44.7	43.7
3	13.0	9.2	12.4
4	11.0	5.7	10.1
8	4.3	3.9	4.3
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	22.709	4	0.0001

T226 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	330	631	1458	136	2555
1	21.8	26.6	33.1	25.7	29.6
2	49.1	49.9	40.5	36.0	43.7
3	14.2	10.9	12.3	15.4	12.4
4	9.1	9.8	9.7	16.9	10.1
8	5.8	2.7	4.5	5.9	4.3
TOTAL	100.0	99.9	100.1	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	44.518	12	0.0001

## T226 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1797	568	100	81	2546
1	30.4	28.7	21.0	28.4	29.6
2	43.6	44.0	51.0	37.0	43.8
3	12.6	9.5	19.0	19.8	12.4
4	9.1	13.7	7.0	7.4	10.0
8	4.3	4.1	2.0	7.4	4.3
TOTAL	100.0	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	29.936	12	0.0029

## T226 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2406	110	2516
1	30.3	17.3	29.7
2	43.2	56.4	43.8
3	12.2	14.6	12.3
4	9.9	9.1	9.9
8	4.4	2.7	4.3
TOTAL	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	11.371	4	0.0227

## T226 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	182	649	672	1034	2537
1	29.7	31.0	30.4	28.2	29.6
2	41.2	41.1	44.8	45.1	43.7
3	8.2	11.4	12.1	13.9	12.4
4	13.7	12.2	8.3	9.1	10.0
8	7.1	4.3	4.5	3.7	4.3
TOTAL	99.9	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	20.842	12	0.0527



T671 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1657	532	90	75	2354
1	3.9	2.1	4.4	.0	3.4
2	7.5	3.4	14.4	6.7	6.8
3	8.4	4.7	14.4	10.7	7.9
4	75.5	85.5	64.4	74.7	77.3
8	4.7	4.3	2.2	8.0	4.6
TOTAL	100.0	100.0	99.8	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	48.346	12	0.0001

T671 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2229	97	2326
1	3.5	.0	3.4
2	6.8	7.2	6.8
3	7.7	11.3	7.9
4	77.2	78.4	77.3
8	4.8	3.1	4.7
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	5.580	4	0.2328

T671 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	167	587	627	965	2346
1	3.6	3.1	3.5	3.4	3.4
2	6.0	7.5	6.2	7.1	6.9
3	9.6	5.5	7.8	9.1	7.9
4	73.1	79.2	77.7	76.5	77.2
8	7.8	4.8	4.8	3.9	4.7
TOTAL	100.1	100.1	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	13.458	12	0.3366

T672 -- LISTEN TO RADIO PRGM:OFF THE RECORD (MT)

DO YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

RICK DEES TOP 40

- 1 REGULARLY TUNE IN THE RADIO TO HEAR IT
- 2 SOMETIMES HEAR IT-I LISTEN IF IT HAPPENS TO BE ON WHEN I TURN ON THE RADIO
- 3 HAVE LISTENED TO IT ONCE OR TWICE
- 4 HAVE NEVER LISTENED TO IT
- 8 I DON'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 2,703

T672 BY GENDER

	MALE	FEMALE	TOTAL
N=	2045	427	2472
1	19.6	22.5	20.1
2	25.8	28.3	26.2
3	11.9	9.8	11.6
4	38.2	35.4	37.7
8	4.5	4.0	4.4
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	4.643	4	0.3259

T672 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	318	618	1409	127	2472
1	15.1	17.3	22.9	15.8	20.1
2	28.0	25.2	25.9	29.9	26.2
3	10.4	11.2	11.9	13.4	11.6
4	40.6	43.5	34.8	34.7	37.7
8	6.0	2.8	4.6	6.3	4.4
TOTAL	100.1	100.0	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	31.668	12	0.0016

T672 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1741	550	94	78	2463
1	21.5	17.5	12.8	14.1	20.0
2	28.1	20.4	29.8	23.1	26.3
3	11.3	12.0	12.8	14.1	11.6
4	34.6	46.0	42.6	41.0	37.6
8	4.5	4.2	2.1	7.7	4.4
TOTAL	100.0	100.1	100.1	100.0	99.9

STATISTIC VALUE D.F. PROB.  
CHISQUARE 37.071 12 0.0002

T672 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2335	100	2435
1	20.4	14.0	20.1
2	26.5	24.0	26.4
3	11.7	12.0	11.7
4	37.0	47.0	37.4
8	4.5	3.0	4.5
TOTAL	100.1	100.0	100.1

STATISTIC VALUE D.F. PROB.  
CHISQUARE 5.269 4 0.2608

T672 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	176	616	656	1006	2454
1	18.2	20.5	22.4	18.5	20.0
2	21.0	21.4	25.8	30.5	26.3
3	5.7	12.2	10.1	13.3	11.6
4	47.7	41.4	37.2	33.9	37.7
8	7.4	4.6	4.6	3.8	4.4
TOTAL	100.0	100.1	100.1	100.0	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 42.411 12 0.0001

Y062 -- LISTEN TO RADIO PRGM:LIVE AT THE APOLLO

DO YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

LIVE AT THE APOLLO

- 1 REGULARLY TUNE IN THE RADIO TO HEAR IT
- 2 SOMETIMES HEAR IT-I LISTEN IF IT HAPPENS TO BE ON WHEN I TURN ON THE RADIO
- 3 HAVE LISTENED TO IT ONCE OR TWICE
- 4 HAVE NEVER LISTENED TO IT
- 8 I DON'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 2,703

Y062 BY GENDER

	MALE	FEMALE	TOTAL
N=	1949	424	2373
1	2.4	3.1	2.5
2	5.1	9.0	5.8
3	10.7	13.0	11.1
4	77.0	71.0	75.9
8	4.7	4.0	4.6
TOTAL	99.9	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	13.010	4	0.0112

Y062 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	318	601	1334	120	2373
1	2.8	3.3	2.1	2.5	2.5
2	6.6	7.0	5.1	5.8	5.8
3	12.3	12.5	10.2	11.7	11.1
4	72.3	74.4	77.7	73.3	75.9
8	6.0	2.8	4.9	6.7	4.6
TOTAL	100.0	100.0	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	16.141	12	0.1848

Y062 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1657	541	91	75	2364
1	1.4	6.5	2.2	.0	2.5
2	4.2	11.5	5.5	1.3	5.8
3	10.1	15.2	8.8	8.0	11.1
4	79.6	62.7	81.3	82.7	75.9
8	4.7	4.3	2.2	8.0	4.6
TOTAL	100.0	100.2	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	112.968	12	0.0001

Y062 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2238	98	2336
1	2.6	1.0	2.6
2	5.9	5.1	5.8
3	11.1	10.2	11.0
4	75.7	80.6	75.9
8	4.7	3.1	4.7
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	1.975	4	0.7404

Y062 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	168	592	631	965	2356
1	4.8	3.0	2.4	2.0	2.6
2	4.2	7.4	6.0	5.1	5.9
3	11.9	11.0	12.0	10.5	11.1
4	71.4	73.8	74.8	78.6	75.9
8	7.7	4.7	4.8	3.9	4.6
TOTAL	100.0	99.9	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	16.772	12	0.1584

T678 -- LISTEN TO RADIO PRGM:ROCK OVER LONDON

DO YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

ROCK OVER LONDON

- 1 REGULARLY TUNE IN THE RADIO TO HEAR IT
- 2 SOMETIMES HEAR IT-I LISTEN IF IT HAPPENS TO BE ON WHEN I TURN ON THE RADIO
- 3 HAVE LISTENED TO IT ONCE OR TWICE
- 4 HAVE NEVER LISTENED TO IT
- 8 I DON'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 2,703

T678 BY GENDER

	MALE	FEMALE	TOTAL
N=	1962	421	2383
1	4.0	1.7	3.6
2	8.3	4.0	7.5
3	9.2	7.4	8.9
4	73.9	82.9	75.5
8	4.7	4.0	4.6
TOTAL	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	18.842	4	0.0008

T678 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	313	600	1347	123	2383
1	2.6	2.5	4.0	6.5	3.6
2	8.6	6.0	7.7	9.8	7.5
3	12.5	9.0	8.0	8.9	8.9
4	70.3	79.7	75.4	68.3	75.5
8	6.1	2.8	4.8	6.5	4.6
TOTAL	100.1	100.0	99.9	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	25.464	12	0.0128

T678 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1674	533	91	76	2374
1	4.0	1.5	6.6	5.3	3.6
2	9.5	2.4	4.4	4.0	7.5
3	9.6	6.6	13.2	5.3	8.9
4	72.3	85.2	73.6	77.6	75.4
8	4.7	4.3	2.2	7.9	4.6
TOTAL	100.1	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	58.724	12	0.0001

T678 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2251	96	2347
1	3.7	1.0	3.6
2	7.8	3.1	7.6
3	9.2	4.2	9.0
4	74.6	88.5	75.2
8	4.7	3.1	4.6
TOTAL	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	9.887	4	0.0424

T678 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	170	594	631	971	2366
1	3.5	3.9	3.3	3.6	3.6
2	3.5	5.7	8.1	9.1	7.6
3	7.7	7.7	9.4	9.5	8.9
4	77.7	78.0	74.5	73.9	75.4
8	7.7	4.7	4.8	3.9	4.6
TOTAL	100.1	100.0	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	16.813	12	0.1568

T679 -- LISTEN TO RADIO PRGM:STREET BEAT (BR)

DO YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

STREET BEAT (BARNETT ROBBINS)

- 1 REGULARLY TUNE IN THE RADIO TO HEAR IT
- 2 SOMETIMES HEAR IT-I LISTEN IF IT HAPPENS TO BE ON WHEN I TURN ON THE RADIO
- 3 HAVE LISTENED TO IT ONCE OR TWICE
- 4 HAVE NEVER LISTENED TO IT
- 8 I DON'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 2,703

T679 BY GENDER

	MALE	FEMALE	TOTAL
N=	1928	418	2346
1	2.7	1.9	2.6
2	4.2	3.4	4.1
3	5.1	7.4	5.5
4	83.2	83.3	83.2
8	4.8	4.1	4.7
TOTAL	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	5.034	4	0.2839

T679 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	310	593	1323	120	2346
1	2.6	2.5	2.6	2.5	2.6
2	4.2	4.1	3.9	5.8	4.1
3	5.8	7.8	4.5	5.0	5.5
4	81.3	82.8	84.1	80.0	83.2
8	6.1	2.9	4.9	6.7	4.7
TOTAL	100.0	100.1	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	16.059	12	0.1886



T679 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1642	532	88	75	2337
1	1.2	6.8	3.4	2.7	2.6
2	2.9	7.0	8.0	4.0	4.0
3	4.6	7.9	5.7	8.0	5.5
4	86.6	74.1	80.7	77.3	83.2
8	4.8	4.3	2.3	8.0	4.7
TOTAL	100.1	100.1	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	89.426	12	0.0001

T679 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2213	96	2309
1	2.7	.0	2.6
2	4.0	4.2	4.0
3	5.6	3.1	5.5
4	83.0	89.6	83.2
8	4.8	3.1	4.7
TOTAL	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	4.620	4	0.3286

T679 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	167	587	618	957	2329
1	7.2	3.8	1.9	1.5	2.6
2	6.0	7.0	3.6	2.1	4.0
3	9.0	5.5	5.3	4.9	5.5
4	70.1	79.1	84.3	87.6	83.3
8	7.8	4.8	4.9	4.0	4.7
TOTAL	100.1	100.2	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	62.079	12	0.0001

T680 -- LISTEN TO RADIO PRGM:WESTWOOD ONE CONCRT

DO YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

WESTWOOD ONE'S IN CONCERT

- 1 REGULARLY TUNE IN THE RADIO TO HEAR IT
- 2 SOMETIMES HEAR IT-I LISTEN IF IT HAPPENS TO BE ON WHEN I TURN ON THE RADIO
- 3 HAVE LISTENED TO IT ONCE OR TWICE
- 4 HAVE NEVER LISTENED TO IT
- 8 I DON'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 2,703

T680 BY GENDER

	MALE	FEMALE	TOTAL
N=	1970	421	2391
1	6.4	4.5	6.1
2	9.8	5.9	9.1
3	6.5	5.7	6.3
4	72.7	79.8	74.0
8	4.7	4.0	4.6
TOTAL	100.1	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	10.522	4	0.0325

T680 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	315	607	1347	122	2391
1	4.4	4.9	6.8	7.4	6.1
2	11.8	8.4	8.8	9.0	9.1
3	8.6	7.1	5.4	7.4	6.3
4	69.2	76.8	74.2	69.7	74.0
8	6.0	2.8	4.8	6.6	4.6
TOTAL	100.0	100.0	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	21.352	12	0.0455

T680 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1678	539	91	75	2383
1	6.5	5.8	2.2	1.3	6.0
2	10.2	7.1	6.6	2.7	9.1
3	6.7	5.2	4.4	8.0	6.3
4	71.9	77.7	84.6	80.0	74.0
8	4.7	4.3	2.2	8.0	4.6
TOTAL	100.0	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	23.687	12	0.0224

T680 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2256	99	2355
1	6.2	3.0	6.0
2	9.2	7.1	9.1
3	6.2	9.1	6.3
4	73.7	77.8	73.9
8	4.7	3.0	4.6
TOTAL	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	4.052	4	0.3990

T680 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	169	594	635	977	2375
1	3.6	5.7	6.0	6.7	6.0
2	6.5	7.6	7.6	11.6	9.1
3	4.1	5.1	6.0	7.7	6.3
4	78.1	76.9	75.8	70.2	73.9
8	7.7	4.7	4.7	3.9	4.6
TOTAL	100.0	100.0	100.1	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	26.963	12	0.0078

T681 -- LISTEN TO RADIO PRGM: NBC SOURCE

DO YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

NBC SOURCE

- 1 REGULARLY TUNE IN THE RADIO TO HEAR IT
- 2 SOMETIMES HEAR IT-I LISTEN IF IT HAPPENS TO BE ON WHEN I TURN ON THE RADIO
- 3 HAVE LISTENED TO IT ONCE OR TWICE
- 4 HAVE NEVER LISTENED TO IT
- 8 I DON'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 2,703

T681 BY GENDER

	MALE	FEMALE	TOTAL
N=	1938	419	2357
1	2.8	2.9	2.8
2	7.3	6.0	7.0
3	9.3	9.1	9.3
4	75.8	78.0	76.2
8	4.8	4.1	4.6
TOTAL	100.0	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	1.448	4	0.8358

T681 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	311	593	1331	122	2357
1	4.2	2.2	2.8	3.3	2.8
2	6.8	6.9	7.4	4.9	7.0
3	10.9	9.6	8.7	9.8	9.3
4	72.0	78.4	76.3	75.4	76.2
8	6.1	2.9	4.9	6.6	4.6
TOTAL	100.0	100.0	100.1	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	13.175	12	0.3565

T681 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1649	535	90	74	2348
1	2.5	3.4	5.6	4.1	2.9
2	6.7	7.9	7.8	8.1	7.1
3	9.8	6.5	14.4	10.8	9.3
4	76.2	77.9	70.0	68.9	76.2
8	4.7	4.3	2.2	8.1	4.6
TOTAL	99.9	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	16.864	12	0.1548

T681 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2224	96	2320
1	2.8	3.1	2.8
2	7.2	4.2	7.0
3	8.9	15.6	9.2
4	76.4	74.0	76.3
8	4.8	3.1	4.7
TOTAL	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	6.331	4	0.1757

T681 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	167	589	622	962	2340
1	3.6	3.4	3.1	2.3	2.9
2	4.2	6.8	7.2	7.7	7.1
3	9.6	7.8	9.3	10.1	9.3
4	74.9	77.3	75.6	76.0	76.1
8	7.8	4.8	4.8	4.0	4.7
TOTAL	100.1	100.1	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	11.459	12	0.4900

X240 -- REG TV VIEWING: SOLID GOLD

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

SOLID GOLD

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

X240 BY GENDER

	MALE	FEMALE	TOTAL
N=	2141	445	2586
1	7.7	12.8	8.6
2	39.4	51.0	41.4
3	29.6	23.8	28.6
4	20.6	9.7	18.8
8	2.7	2.7	2.7
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	51.498	4	0.0001

X240 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	332	645	1467	142	2586
1	6.6	10.2	8.3	7.8	8.6
2	41.3	46.1	39.9	35.9	41.4
3	27.4	26.2	30.6	21.8	28.6
4	21.7	15.7	18.8	26.1	18.8
8	3.0	1.9	2.5	8.5	2.7
TOTAL	100.0	100.1	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	43.124	12	0.0001

X240 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1809	586	100	82	2577
1	4.9	19.5	10.0	9.8	8.5
2	37.9	51.0	48.0	40.2	41.4
3	32.2	18.6	24.0	28.1	28.7
4	22.0	9.4	15.0	18.3	18.7
8	3.0	1.5	3.0	3.7	2.7
TOTAL	100.0	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	201.858	12	0.0001

X240 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2434	113	2547
1	8.6	6.2	8.5
2	41.1	47.8	41.4
3	28.9	23.9	28.7
4	18.7	18.6	18.7
8	2.7	3.5	2.7
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	3.161	4	0.5313

X240 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	187	665	685	1031	2568
1	14.4	12.2	7.9	5.5	8.5
2	50.8	43.9	43.2	36.7	41.3
3	20.9	25.0	28.6	32.6	28.7
4	10.2	15.5	17.8	23.0	18.7
8	3.7	3.5	2.5	2.2	2.7
TOTAL	100.0	100.1	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	77.554	12	0.0001

X241 -- REG TV VIEWING: SOUL TRAIN

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

SOUL TRAIN

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

X241 BY GENDER

	MALE	FEMALE	TOTAL
N=	2113	445	2558
1	10.2	19.1	11.7
2	13.2	25.2	15.3
3	20.3	22.5	20.7
4	53.6	30.6	49.6
8	2.7	2.7	2.7
TOTAL	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	99.503	4	0.0001

X241 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	327	638	1454	139	2558
1	12.5	17.6	9.4	7.9	11.7
2	18.7	22.6	11.6	12.2	15.3
3	22.0	18.8	21.3	20.1	20.7
4	43.7	39.2	55.3	51.1	49.6
8	3.1	1.9	2.5	8.6	2.7
TOTAL	100.0	100.1	100.1	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	112.831	12	0.0001



X241 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1781	591	96	81	2549
1	1.4	44.8	6.3	4.9	11.8
2	6.6	39.1	28.1	14.8	15.2
3	23.8	9.3	27.1	25.9	20.6
4	65.1	5.3	35.4	50.6	49.6
8	3.1	1.5	3.1	3.7	2.8
TOTAL	100.0	100.0	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	412.463	12	0.0001

X241 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2412	107	2519
1	11.8	11.2	11.8
2	15.0	19.6	15.2
3	20.7	20.6	20.7
4	49.8	44.9	49.6
8	2.7	3.7	2.7
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	2.379	4	0.6664

X241 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	185	657	680	1018	2540
1	24.3	20.4	10.6	4.6	11.7
2	29.2	20.4	14.9	9.5	15.2
3	14.1	17.4	22.1	23.0	20.6
4	28.7	38.4	50.0	60.6	49.7
8	3.8	3.5	2.5	2.3	2.8
TOTAL	100.1	100.1	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	240.547	12	0.0001

X242 -- REG TV VIEWING: AMERICAN BANDSTAND

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

AMERICAN BANDSTAND

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

X242 BY GENDER

	MALE	FEMALE	TOTAL
N=	2117	443	2560
1	5.0	13.3	6.4
2	26.1	40.0	28.5
3	31.6	27.8	30.9
4	34.6	16.3	31.4
8	2.7	2.7	2.7
TOTAL	100.0	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	105.446	4	0.0001

X242 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	327	640	1452	141	2560
1	4.0	7.8	6.3	6.4	6.4
2	29.1	35.8	25.8	22.0	28.5
3	31.8	30.8	31.3	25.5	30.9
4	32.1	23.8	34.0	37.6	31.4
8	3.1	1.9	2.5	8.5	2.7
TOTAL	100.1	100.1	99.9	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	60.446	12	0.0001

## X242 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1795	579	95	82	2551
1	3.8	14.9	5.3	3.7	6.4
2	23.5	42.0	39.0	28.1	28.4
3	34.3	22.5	24.2	28.1	31.0
4	35.3	19.2	28.4	36.6	31.4
8	3.1	1.6	3.2	3.7	2.7
TOTAL	100.0	100.2	100.1	100.2	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	203.290	12	0.0001

## X242 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2412	109	2521
1	6.3	9.2	6.4
2	28.4	26.6	28.4
3	30.9	33.0	31.0
4	31.7	27.5	31.5
8	2.7	3.7	2.7
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	2.592	4	0.6283

## X242 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	185	656	678	1023	2542
1	9.7	10.1	6.6	3.3	6.4
2	31.4	31.6	28.6	25.3	28.3
3	29.2	29.0	30.2	33.3	31.1
4	26.0	25.9	32.0	35.8	31.5
8	3.8	3.5	2.5	2.3	2.8
TOTAL	100.1	100.1	99.9	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	58.826	12	0.0001

X243 -- REG TV VIEWING: DANCE FEVER

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

DANCE FEVER

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

X243 BY GENDER

	MALE	FEMALE	TOTAL
N=	2067	441	2508
1	2.7	8.2	3.7
2	18.3	30.6	20.5
3	28.8	30.4	29.1
4	47.4	28.1	44.0
8	2.8	2.7	2.8
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	87.140	4	0.0001

X243 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	317	626	1426	139	2508
1	2.5	5.3	3.4	2.2	3.7
2	21.8	26.0	17.8	20.1	20.5
3	32.5	27.5	29.5	24.5	29.1
4	40.1	39.3	46.8	44.6	44.0
8	3.2	1.9	2.5	8.6	2.8
TOTAL	100.1	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	50.427	12	0.0001

X243 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1756	569	93	81	2499
1	1.4	10.9	.0	7.4	3.7
2	13.8	38.0	32.3	24.7	20.4
3	29.4	28.5	28.0	28.4	29.1
4	52.2	21.1	36.6	35.8	44.0
8	3.1	1.6	3.2	3.7	2.8
TOTAL	99.9	100.1	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	344.337	12	0.0001

X243 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2366	105	2471
1	3.8	1.9	3.7
2	20.0	28.6	20.4
3	29.4	23.8	29.1
4	44.1	41.9	44.0
8	2.8	3.8	2.8
TOTAL	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	6.164	4	0.1872

X243 BY AFQT(1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	181	642	662	1007	2492
1	6.1	6.2	3.5	1.8	3.7
2	29.8	26.3	22.5	13.1	20.2
3	30.9	27.4	28.0	30.8	29.2
4	29.3	36.5	43.5	52.0	44.1
8	3.9	3.6	2.6	2.3	2.8
TOTAL	100.0	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	108.264	12	0.0001

X244 -- REG TV VIEWING: MOVIES ON NETWORK TV

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

MOVIES ON NETWORK TV

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

X244 BY GENDER

	MALE	FEMALE	TOTAL
N=	2115	440	2555
1	23.6	26.1	24.1
2	48.8	49.8	49.0
3	11.6	9.8	11.3
4	13.2	11.6	12.9
8	2.7	2.7	2.7
TOTAL	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	2.849	4	0.5835

X244 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	325	632	1456	142	2555
1	20.0	24.4	26.0	12.0	24.1
2	55.7	50.3	46.8	49.3	49.0
3	12.0	10.9	10.8	16.9	11.3
4	9.2	12.5	13.9	13.4	12.9
8	3.1	1.9	2.5	8.5	2.7
TOTAL	100.0	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	45.919	12	0.0001

X244 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1798	572	94	82	2546
1	22.8	28.2	20.2	25.6	24.0
2	52.1	42.1	45.7	34.2	49.0
3	10.3	14.5	9.6	13.4	11.3
4	11.8	13.6	21.3	23.2	12.9
8	3.1	1.6	3.2	3.7	2.8
TOTAL	100.1	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	43.622	12	0.0001

X244 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2407	110	2517
1	24.1	22.7	24.0
2	49.0	47.3	48.9
3	11.1	15.5	11.2
4	13.2	10.9	13.1
8	2.7	3.6	2.7
TOTAL	100.1	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	2.706	4	0.6081

X244 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	179	657	677	1025	2538
1	25.1	23.3	24.1	24.3	24.0
2	29.6	43.4	50.5	55.0	49.0
3	17.9	13.7	12.1	8.2	11.4
4	23.5	16.1	10.8	10.2	12.8
8	3.9	3.5	2.5	2.2	2.8
TOTAL	100.0	100.0	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	77.593	12	0.0001

X755 -- REG TV VIEWING: MUSIC VIDEOS (NOT CABLE)

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

MUSIC VIDEOS (NOT INCLUDING CABLE TV)

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

X755 BY GENDER

	MALE	FEMALE	TOTAL
N=	2119	443	2562
1	20.5	29.1	22.0
2	39.7	38.2	39.5
3	19.6	17.8	19.3
4	17.4	12.2	16.5
8	2.7	2.7	2.7
TOTAL	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	19.159	4	0.0007

X755 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	328	637	1457	140	2562
1	17.4	21.4	24.0	15.7	22.0
2	40.9	41.6	38.4	37.1	39.5
3	21.3	20.1	18.4	20.0	19.3
4	17.4	15.1	16.8	18.6	16.5
8	3.1	1.9	2.5	8.6	2.7
TOTAL	100.1	100.1	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	32.388	12	0.0012



X755 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1794	579	99	81	2553
1	17.8	34.7	23.2	22.2	22.0
2	39.2	38.7	49.5	37.0	39.4
3	21.1	14.3	15.2	21.0	19.4
4	18.8	10.7	9.1	16.1	16.5
8	3.1	1.6	3.0	3.7	2.7
TOTAL	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	96.392	12	0.0001

X755 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2412	111	2523
1	22.8	7.2	22.1
2	39.8	35.1	39.6
3	18.7	27.0	19.1
4	16.0	27.0	16.5
8	2.7	3.6	2.7
TOTAL	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	24.169	4	0.0001

X755 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	183	660	676	1025	2544
1	31.2	27.7	22.8	16.0	21.9
2	36.6	38.2	38.6	41.2	39.4
3	14.2	17.6	20.0	21.1	19.4
4	14.2	13.0	16.1	19.5	16.6
8	3.8	3.5	2.5	2.2	2.8
TOTAL	100.0	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	54.874	12	0.0001

X756 -- REG TV VIEWING: EARLY/LATE NEWS

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

EARLY/LATE NEWS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

X756 BY GENDER

	MALE	FEMALE	TOTAL
N=	2096	441	2537
1	26.8	23.1	26.2
2	37.3	40.6	37.8
3	17.6	19.3	17.9
4	15.6	14.3	15.3
8	2.8	2.7	2.8
TOTAL	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	3.908	4	0.4187

X756 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	326	628	1444	139	2537
1	35.3	29.0	23.1	23.7	26.2
2	37.7	37.6	38.6	30.9	37.8
3	16.9	16.2	19.1	15.1	17.9
4	7.1	15.3	16.6	21.6	15.3
8	3.1	1.9	2.5	8.6	2.8
TOTAL	100.1	100.0	99.9	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	61.771	12	0.0001

X756 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1782	570	96	80	2528
1	25.0	30.0	28.1	22.5	26.2
2	38.5	35.8	35.4	40.0	37.8
3	17.4	19.1	19.8	18.8	17.9
4	16.0	13.5	13.5	15.0	15.3
8	3.1	1.6	3.1	3.8	2.8
TOTAL	100.0	100.0	99.9	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	12.505	12	0.4060

X756 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2393	106	2499
1	25.8	30.2	26.0
2	37.8	42.5	38.0
3	18.0	14.2	17.9
4	15.7	9.4	15.5
8	2.7	3.8	2.8
TOTAL	100.0	100.1	100.2

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	5.192	4	0.2682

X756 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	181	650	669	1019	2519
1	22.1	22.6	25.0	30.1	26.2
2	31.5	36.3	39.5	38.9	37.8
3	24.3	20.0	16.0	16.6	17.9
4	18.2	17.5	17.0	12.2	15.3
8	3.9	3.5	2.5	2.3	2.8
TOTAL	100.0	99.9	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	36.179	12	0.0003

X757 -- REG TV VIEWING: DAVID LETTERMAN SHOW

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

DAVID LETTERMAN SHOW

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

X757 BY GENDER

	MALE	FEMALE	TOTAL
N=	2117	443	2560
1	17.0	10.6	15.9
2	23.5	15.4	22.1
3	20.8	25.3	21.6
4	36.0	46.1	37.7
8	2.7	2.7	2.7
TOTAL	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	33.668	4	0.0001

X757 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	328	633	1458	141	2560
1	20.1	16.4	14.2	21.3	15.9
2	26.5	22.1	21.1	21.3	22.1
3	20.4	21.8	22.2	17.0	21.6
4	29.9	37.8	40.0	31.9	37.7
8	3.1	1.9	2.5	8.5	2.7
TOTAL	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	42.366	12	0.0001

X757 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1802	573	95	81	2551
1	18.5	9.3	12.6	7.4	15.8
2	23.5	17.3	25.3	19.8	22.1
3	21.8	22.2	16.8	19.8	21.6
4	33.2	49.7	42.1	49.4	37.8
8	3.1	1.6	3.2	3.7	2.7
TOTAL	100.1	100.1	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	76.434	12	0.0001

X757 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2411	110	2521
1	16.2	10.9	16.0
2	21.9	23.6	22.0
3	21.4	24.6	21.5
4	37.8	37.3	37.8
8	2.7	3.6	2.7
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	2.829	4	0.5869

X757 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	177	652	679	1034	2542
1	7.3	11.7	13.0	21.8	15.8
2	19.2	18.9	20.6	25.6	22.1
3	17.5	20.3	24.5	21.1	21.5
4	52.0	45.7	39.5	29.3	37.8
8	4.0	3.5	2.5	2.2	2.8
TOTAL	100.0	100.1	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	100.616	12	0.0001

X248 -- REG TV VIEWING: SOAP OPERAS

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

SOAP OPERAS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

X248 BY GENDER

	MALE	FEMALE	TOTAL
N=	2113	441	2554
1	8.0	44.9	14.4
2	18.3	29.0	20.2
3	21.0	11.1	19.3
4	49.9	12.2	43.4
8	2.7	2.7	2.7
TOTAL	99.9	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	504.326	4	0.0001

X248 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	328	635	1452	139	2554
1	18.3	19.4	11.9	7.9	14.4
2	18.0	25.4	18.7	16.6	20.2
3	22.9	18.0	19.6	13.7	19.3
4	37.8	35.4	47.3	53.2	43.4
8	3.1	1.9	2.5	8.6	2.7
TOTAL	100.1	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	80.887	12	0.0001

X248 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1794	574	96	81	2545
1	9.9	29.1	14.6	6.2	14.3
2	18.1	28.2	12.5	17.3	20.1
3	20.3	17.4	16.7	14.8	19.3
4	48.7	23.7	53.1	58.0	43.5
8	3.1	1.6	3.1	3.7	2.8
TOTAL	100.1	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	216.995	12	0.0001

X248 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2406	109	2515
1	14.5	11.0	14.4
2	20.1	20.2	20.1
3	19.5	13.8	19.2
4	43.2	51.4	43.5
8	2.7	3.7	2.7
TOTAL	100.0	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	4.632	4	0.3272

X248 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	178	654	675	1029	2536
1	10.7	18.5	15.4	11.4	14.2
2	22.5	21.9	20.3	18.6	20.2
3	24.7	16.7	19.0	20.4	19.4
4	38.2	39.5	42.8	47.4	43.5
8	3.9	3.5	2.5	2.2	2.8
TOTAL	100.0	100.1	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	35.735	12	0.0004

X249 -- REG TV VIEWING: PROFESSIONAL BOWLING

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

PROFESSIONAL BOWLING

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

X249 BY GENDER

	MALE	FEMALE	TOTAL
N=	2090	436	2526
1	2.3	.7	2.0
2	8.5	5.3	7.9
3	21.8	18.6	21.2
4	64.7	72.7	66.1
8	2.8	2.8	2.8
TOTAL	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	14.285	4	0.0064

X249 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	322	627	1437	140	2526
1	3.4	1.4	2.0	1.4	2.0
2	9.0	7.0	7.9	9.3	7.9
3	16.8	23.1	22.3	11.4	21.2
4	67.7	66.5	65.3	69.3	66.1
8	3.1	1.9	2.5	8.6	2.8
TOTAL	100.0	99.9	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	36.882	12	0.0002



X249 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1775	569	94	80	2518
1	2.0	2.5	1.1	.0	2.0
2	8.4	6.3	7.5	10.0	7.9
3	21.9	19.2	19.2	20.0	21.1
4	64.6	70.5	69.2	66.3	66.2
8	3.1	1.6	3.2	3.8	2.8
TOTAL	100.0	100.1	100.2	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	13.490	12	0.3345

X249 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2381	107	2488
1	2.1	.9	2.0
2	7.9	9.4	7.9
3	21.5	17.8	21.3
4	65.9	68.2	66.0
8	2.7	3.7	2.8
TOTAL	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	2.050	4	0.7265

X249 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	179	648	668	1015	2510
1	2.2	2.0	2.1	1.9	2.0
2	8.9	8.5	7.2	8.0	8.0
3	16.2	18.1	22.9	22.9	21.2
4	68.7	67.9	65.3	65.0	66.1
8	3.9	3.6	2.5	2.3	2.8
TOTAL	99.9	100.1	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	12.523	12	0.4047

X250 -- REG TV VIEWING: NFL FTBL-REG WKEND GAMES

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

NFL FOOTBALL - REGULAR SEASON WEEKEND GAMES

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

X250 BY GENDER

	MALE	FEMALE	TOTAL
N=	2156	441	2597
1	50.7	18.4	45.2
2	25.4	23.8	25.1
3	10.0	22.7	12.2
4	11.3	32.4	14.9
8	2.7	2.7	2.7
TOTAL	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	243.273	4	0.0001

X250 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	334	648	1473	142	2597
1	42.8	47.8	45.5	35.2	45.2
2	24.9	23.0	26.3	22.5	25.1
3	14.1	11.6	12.0	12.0	12.2
4	15.3	15.7	13.7	21.8	14.9
8	3.0	1.9	2.4	8.5	2.7
TOTAL	100.1	100.0	99.9	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	34.165	12	0.0006

X250 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1816	588	100	84	2588
1	42.5	54.4	43.0	42.9	45.3
2	26.2	21.9	23.0	21.4	25.0
3	12.6	11.1	10.0	14.3	12.2
4	15.6	11.1	21.0	17.9	14.9
8	3.0	1.5	3.0	3.6	2.7
TOTAL	99.9	100.0	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	33.074	12	0.0009

X250 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2450	108	2558
1	45.4	46.3	45.4
2	25.3	20.4	25.1
3	12.2	11.1	12.1
4	14.5	18.5	14.7
8	2.7	3.7	2.7
TOTAL	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	2.645	4	0.6189

X250 BY AFQT(1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	187	667	688	1037	2579
1	54.6	45.4	42.3	45.2	45.2
2	22.5	22.9	26.9	25.5	25.0
3	9.1	9.9	14.1	13.0	12.2
4	10.2	18.3	14.2	14.1	14.9
8	3.7	3.5	2.5	2.2	2.7
TOTAL	100.1	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	26.336	12	0.0096

X251 -- REG TV VIEWING: NFL FTBL-REG MONDAY NGHT

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

NFL FOOTBALL - REGULAR SEASON MONDAY NIGHT (OR PRIME-  
TIME EVENING)

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

X251 BY GENDER

	MALE	FEMALE	TOTAL
N=	2144	444	2588
1	47.1	17.6	42.0
2	25.3	19.8	24.3
3	11.4	21.0	13.1
4	13.5	39.0	17.9
8	2.7	2.7	2.7
TOTAL	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	240.193	4	0.0001

X251 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	336	644	1465	143	2588
1	39.9	44.4	42.5	32.2	42.0
2	23.5	21.9	25.9	21.0	24.3
3	15.8	12.9	12.4	14.7	13.1
4	17.9	18.9	16.8	23.8	17.9
8	3.0	1.9	2.5	8.4	2.7
TOTAL	100.1	100.0	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	34.614	12	0.0005

X251 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1808	586	101	84	2579
1	38.9	53.4	37.6	39.3	42.2
2	25.6	20.3	24.8	21.4	24.2
3	13.8	10.9	11.9	14.3	13.1
4	18.8	13.8	22.8	21.4	17.9
8	3.0	1.5	3.0	3.6	2.7
TOTAL	100.1	99.9	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	43.217	12	0.0001

X251 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2438	111	2549
1	42.4	41.4	42.3
2	24.4	21.6	24.3
3	13.0	12.6	13.0
4	17.6	20.7	17.7
8	2.7	3.6	2.7
TOTAL	100.1	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	1.319	4	0.8582

X251 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	185	667	684	1034	2570
1	53.0	43.3	39.3	41.0	42.0
2	20.5	21.6	26.3	25.2	24.2
3	9.7	11.5	14.8	13.6	13.1
4	13.0	20.1	17.1	17.9	17.9
8	3.8	3.5	2.5	2.2	2.7
TOTAL	100.0	100.0	100.0	99.9	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	23.792	12	0.0217

X252 -- REG TV VIEWING: NFL PLAYOFFS

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

NFL PLAYOFFS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

X252 BY GENDER

	MALE	FEMALE	TOTAL
N=	2137	441	2578
1	59.2	26.5	53.6
2	18.7	18.4	18.7
3	8.5	19.7	10.4
4	10.9	32.7	14.6
8	2.7	2.7	2.7
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	235.607	4	0.0001

X252 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	332	641	1462	143	2578
1	51.8	55.9	54.0	44.1	53.6
2	19.0	16.7	19.7	16.1	18.7
3	12.4	10.0	10.1	10.5	10.4
4	13.9	15.6	13.8	21.0	14.6
8	3.0	1.9	2.5	8.4	2.7
TOTAL	100.1	100.1	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	31.770	12	0.0015

X252 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1804	581	100	84	2569
1	50.7	63.9	50.0	50.0	53.6
2	19.8	14.3	22.0	19.1	18.6
3	10.8	9.5	9.0	10.7	10.4
4	15.7	10.8	16.0	16.7	14.6
8	3.1	1.6	3.0	3.6	2.7
TOTAL	100.1	100.1	100.0	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	34.854	12	0.0005

X252 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2429	110	2539
1	53.7	54.6	53.7
2	19.0	11.8	18.7
3	10.4	10.0	10.4
4	14.2	20.0	14.5
8	2.7	3.6	2.7
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	5.685	4	0.2240

X252 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	184	663	683	1031	2561
1	63.6	53.4	51.5	53.1	53.5
2	14.1	16.6	21.1	19.1	18.6
3	8.7	10.4	10.5	10.8	10.5
4	9.8	16.1	14.4	14.8	14.7
8	3.8	3.5	2.5	2.2	2.7
TOTAL	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	17.713	12	0.1247

X253 -- REG TV VIEWING: SUPERBOWL

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

SUPERBOWL

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

X253 BY GENDER

	MALE	FEMALE	TOTAL
N=	2133	445	2578
1	72.6	38.4	66.7
2	9.9	16.0	10.9
3	6.3	18.4	8.4
4	8.5	24.5	11.3
8	2.7	2.7	2.7
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	224.117	4	0.0001

X253 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	332	643	1461	142	2578
1	62.1	67.7	68.2	57.0	66.7
2	12.1	9.8	11.1	11.3	10.9
3	10.5	8.4	8.3	4.9	8.4
4	12.4	12.3	9.9	18.3	11.3
8	3.0	1.9	2.5	8.5	2.7
TOTAL	100.1	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	37.584	12	0.0002



X253 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1804	583	99	84	2570
1	65.7	71.5	62.6	60.7	66.7
2	11.4	8.8	11.1	13.1	10.8
3	8.2	8.9	9.1	9.5	8.4
4	11.7	9.3	14.1	13.1	11.3
8	3.1	1.5	3.0	3.6	2.7
TOTAL	100.1	100.0	99.9	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	13.950	12	0.3039

X253 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2430	110	2540
1	67.0	62.7	66.9
2	11.0	7.3	10.9
3	8.4	8.2	8.4
4	10.9	18.2	11.2
8	2.7	3.6	2.7
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	7.062	4	0.1326

X253 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	185	661	682	1033	2561
1	72.4	64.3	66.9	67.1	66.7
2	7.6	11.2	11.0	11.0	10.8
3	8.1	7.9	8.2	9.0	8.4
4	8.1	13.2	11.4	10.7	11.3
8	3.8	3.5	2.5	2.2	2.7
TOTAL	100.0	100.1	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	11.475	12	0.4887

Y063 -- REG TV VIEWING: USFL FOOTBALL

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

USFL FOOTBALL

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y063 BY GENDER

	MALE	FEMALE	TOTAL
N=	2087	439	2526
1	11.2	4.8	10.1
2	20.7	14.1	19.5
3	27.0	25.1	26.6
4	38.4	53.3	41.0
8	2.8	2.7	2.8
TOTAL	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	42.986	4	0.0001

Y063 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	326	620	1439	141	2526
1	6.8	11.3	9.9	14.2	10.1
2	15.6	20.2	20.6	14.2	19.5
3	31.6	26.8	26.3	18.4	26.6
4	42.9	39.8	40.7	44.7	41.0
8	3.1	1.9	2.5	8.5	2.8
TOTAL	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	38.944	12	0.0001

Y063 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1769	569	98	81	2517
1	7.8	16.9	11.2	11.1	10.1
2	17.9	25.1	15.3	19.8	19.5
3	26.5	27.1	30.6	21.0	26.6
4	44.8	29.4	39.8	44.4	41.1
8	3.1	1.6	3.1	3.7	2.8
TOTAL	100.1	100.1	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	78.621	12	0.0001

Y063 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2380	107	2487
1	10.2	8.4	10.1
2	19.8	15.9	19.6
3	26.5	25.2	26.5
4	40.8	46.7	41.1
8	2.7	3.7	2.8
TOTAL	100.0	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	2.394	4	0.6637

Y063 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	179	643	662	1024	2508
1	19.0	13.2	9.7	6.7	10.1
2	26.3	18.5	19.2	19.1	19.5
3	21.2	26.1	27.5	27.3	26.6
4	29.6	38.6	41.1	44.5	41.0
8	3.9	3.6	2.6	2.3	2.8
TOTAL	100.0	100.0	100.1	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	52.108	12	0.0001

Y064 -- REG TV VIEWING: NCAA BSKTBL-REG SEASON

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

NCAA BASKETBALL - REGULAR SEASON GAMES

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y064 BY GENDER

	MALE	FEMALE	TOTAL
N=	2125	444	2569
1	25.3	14.9	23.5
2	23.3	22.3	23.1
3	18.0	21.4	18.6
4	30.7	38.7	32.1
8	2.7	2.7	2.7
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	26.971	4	0.0001

Y064 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	335	636	1456	142	2569
1	30.2	28.3	20.8	14.1	23.5
2	20.3	26.1	23.2	16.2	23.1
3	18.8	15.9	19.8	17.6	18.6
4	27.8	27.8	33.8	43.7	32.1
8	3.0	1.9	2.5	8.5	2.7
TOTAL	100.1	100.0	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	64.565	12	0.0001

Y064 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1798	585	98	79	2560
1	15.7	49.6	19.4	16.5	23.6
2	22.1	25.6	20.4	26.6	23.0
3	21.0	10.8	19.4	20.3	18.6
4	38.2	12.5	37.8	32.9	32.1
8	3.1	1.5	3.1	3.8	2.7
TOTAL	100.1	100.0	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	341.516	12	0.0001

Y064 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2418	112	2530
1	23.7	24.1	23.7
2	23.2	15.2	22.9
3	18.5	17.9	18.5
4	31.8	39.3	32.2
8	2.7	3.6	2.7
TOTAL	99.9	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	5.223	4	0.2651

Y064 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	182	661	680	1028	2551
1	36.3	27.8	23.2	18.8	23.6
2	23.1	21.6	22.8	23.7	22.9
3	12.1	16.5	17.9	21.7	18.7
4	24.7	30.6	33.5	33.6	32.1
8	3.9	3.5	2.5	2.2	2.7
TOTAL	100.1	100.0	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	47.438	12	0.0001

Y065 -- REG TV VIEWING: NCAA BSKTBL PLAYOFFS

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

NCAA BASKETBALL PLAYOFFS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y065 BY GENDER

	MALE	FEMALE	TOTAL
N=	2107	440	2547
1	33.4	21.4	31.3
2	19.5	15.9	18.9
3	15.9	21.4	16.8
4	28.5	38.6	30.2
8	2.8	2.7	2.8
TOTAL	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	38.181	4	0.0001

Y065 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	330	629	1448	140	2547
1	37.6	39.0	27.8	19.3	31.3
2	17.9	17.7	20.1	13.6	18.9
3	16.4	15.7	17.8	12.9	16.8
4	25.2	25.8	31.8	45.7	30.2
8	3.0	1.9	2.5	8.6	2.8
TOTAL	100.1	100.1	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	73.351	12	0.0001

## Y065 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1783	578	98	79	2538
1	22.7	59.3	28.6	27.9	31.4
2	19.6	16.4	18.4	16.5	18.7
3	18.6	11.1	15.3	21.5	16.9
4	36.1	11.6	34.7	30.4	30.3
8	3.1	1.6	3.1	3.8	2.8
TOTAL	100.1	100.0	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	297.209	12	0.0001

## Y065 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2396	112	2508
1	31.6	28.6	31.5
2	18.9	12.5	18.6
3	16.7	18.8	16.8
4	30.1	36.6	30.3
8	2.7	3.6	2.8
TOTAL	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	4.750	4	0.3140

## Y065 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	180	652	674	1023	2529
1	42.2	33.9	30.6	28.4	31.4
2	18.9	17.3	19.7	18.7	18.6
3	12.2	16.0	15.3	19.5	16.9
4	22.8	29.3	31.9	31.3	30.3
8	3.9	3.5	2.5	2.3	2.8
TOTAL	100.0	100.0	100.0	100.2	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	27.688	12	0.0061

Y066 -- REG TV VIEWING: NBA - REG SEASON GAMES

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

NBA - REGULAR SEASON GAMES

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y066 BY GENDER

	MALE	FEMALE	TOTAL
N=	2137	444	2581
1	25.7	15.5	24.0
2	24.1	20.5	23.5
3	18.5	18.7	18.6
4	28.9	42.6	31.3
8	2.7	2.7	2.7
TOTAL	99.9	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	39.878	4	0.0001

Y066 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	333	643	1466	139	2581
1	25.8	29.4	21.7	18.7	24.0
2	24.3	25.7	23.1	15.8	23.5
3	22.5	16.6	18.6	17.3	18.6
4	24.3	26.4	34.2	39.6	31.3
8	3.0	1.9	2.5	8.6	2.7
TOTAL	99.9	100.0	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	59.427	12	0.0001



Y066 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1806	588	97	81	2572
1	14.6	52.9	21.7	27.2	24.0
2	23.4	23.3	24.7	22.2	23.4
3	21.0	11.2	16.5	18.5	18.6
4	37.9	11.1	34.0	28.4	31.3
8	3.1	1.5	3.1	3.7	2.7
TOTAL	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	400.869	12	0.0001

Y066 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2430	112	2542
1	24.4	17.0	24.1
2	23.3	22.3	23.3
3	18.6	17.9	18.6
4	31.0	39.3	31.4
8	2.7	3.6	2.7
TOTAL	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	5.178	4	0.2695

Y066 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	185	664	685	1029	2563
1	42.2	30.4	24.8	16.0	24.0
2	21.1	20.8	21.2	26.7	23.3
3	11.9	16.0	17.8	22.1	18.6
4	21.1	29.4	33.7	32.9	31.4
8	3.8	3.5	2.5	2.2	2.7
TOTAL	100.1	100.1	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	99.010	12	0.0001

Y067 -- REG TV VIEWING: NBA PLAYOFFS

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

NBA PLAYOFFS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y067 BY GENDER

	MALE	FEMALE	TOTAL
N=	2115	441	2556
1	38.2	23.1	35.6
2	17.9	15.0	17.4
3	14.2	17.2	14.7
4	27.0	42.0	29.5
8	2.7	2.7	2.7
TOTAL	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	55.221	4	0.0001

Y067 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	331	637	1448	140	2556
1	40.5	41.8	32.7	25.7	35.6
2	17.5	17.6	17.6	14.3	17.4
3	16.6	12.9	15.4	11.4	14.7
4	22.4	25.9	31.8	40.0	29.5
8	3.0	1.9	2.5	8.6	2.7
TOTAL	100.0	100.1	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	56.569	12	0.0001

Y067 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1787	584	95	81	2547
1	26.4	63.5	39.0	37.0	35.7
2	18.6	14.2	14.7	14.8	17.3
3	16.2	10.1	14.7	14.8	14.7
4	35.8	10.6	28.4	29.6	29.5
8	3.1	1.5	3.2	3.7	2.8
TOTAL	100.1	99.9	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	285.918	12	0.0001

Y067 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2405	112	2517
1	35.9	30.4	35.6
2	17.5	14.3	17.4
3	14.6	16.1	14.7
4	29.3	35.7	29.6
8	2.7	3.6	2.7
TOTAL	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	3.491	4	0.4793

Y067 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	184	656	674	1024	2538
1	50.5	36.4	35.3	32.5	35.6
2	13.0	17.5	15.4	19.1	17.3
3	10.3	13.4	15.7	15.8	14.8
4	22.3	29.1	31.0	30.3	29.6
8	3.8	3.5	2.5	2.3	2.8
TOTAL	99.9	99.9	99.9	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	31.356	12	0.0017

Y068 -- REG TV VIEWING: NEWHART

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

NEWHART

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y068 BY GENDER

	MALE	FEMALE	TOTAL
N=	2097	438	2535
1	7.1	6.4	7.0
2	22.9	25.1	23.3
3	27.5	27.6	27.5
4	39.7	38.1	39.5
8	2.8	2.7	2.8
TOTAL	100.0	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	1.270	4	0.8664

Y068 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	323	631	1444	137	2535
1	8.7	5.9	7.3	4.4	7.0
2	22.6	23.1	23.3	25.6	23.3
3	24.5	26.6	29.2	21.9	27.5
4	41.2	42.5	37.7	39.4	39.5
8	3.1	1.9	2.5	8.8	2.8
TOTAL	100.1	100.0	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	31.488	12	0.0017

## Y068 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1784	567	94	81	2526
1	7.4	7.2	1.1	3.7	7.0
2	25.7	17.8	14.9	14.8	23.2
3	28.0	27.5	24.5	18.5	27.5
4	35.8	45.9	56.4	59.3	39.6
8	3.1	1.6	3.2	3.7	2.8
TOTAL	100.0	100.0	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	57.234	12	0.0001

## Y068 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2387	109	2496
1	7.3	1.8	7.1
2	22.8	29.4	23.1
3	27.3	30.3	27.4
4	39.8	34.9	39.6
8	2.7	3.7	2.8
TOTAL	99.9	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	7.694	4	0.1034

## Y068 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	180	639	668	1030	2517
1	5.0	6.0	6.7	8.2	7.0
2	17.2	20.5	24.1	25.1	23.1
3	26.1	24.1	28.1	29.5	27.5
4	47.8	45.9	38.5	35.1	39.6
8	3.9	3.6	2.5	2.2	2.8
TOTAL	100.0	100.1	99.9	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	33.577	12	0.0008

Y069 -- REG TV VIEWING: WHO'S THE BOSS

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

WHO'S THE BOSS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y069 BY GENDER

	MALE	FEMALE	TOTAL
N=	2107	435	2542
1	13.8	24.4	15.6
2	27.2	32.0	28.1
3	25.5	20.5	24.6
4	30.8	20.5	29.0
8	2.8	2.8	2.8
TOTAL	100.1	100.2	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	45.760	4	0.0001

Y069 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	326	628	1446	142	2542
1	12.9	17.8	15.4	14.1	15.6
2	27.6	28.8	27.6	30.3	28.1
3	20.3	22.3	26.7	23.9	24.6
4	36.2	29.1	27.9	23.2	29.0
8	3.1	1.9	2.5	8.5	2.8
TOTAL	100.1	99.9	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	37.734	12	0.0002

## Y069 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1788	568	95	82	2533
1	12.9	22.2	19.0	23.2	15.6
2	27.7	27.8	37.9	25.6	28.0
3	26.0	23.1	11.6	20.7	24.6
4	30.4	25.4	28.4	26.8	29.1
8	3.1	1.6	3.2	3.7	2.8
TOTAL	100.1	100.1	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	47.938	12	0.0001

## Y069 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2393	110	2503
1	15.5	18.2	15.6
2	28.2	27.3	28.1
3	24.6	19.1	24.3
4	29.1	31.8	29.2
8	2.7	3.6	2.8
TOTAL	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	2.420	4	0.6591

## Y069 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	181	646	668	1029	2524
1	17.7	16.6	15.1	14.9	15.6
2	29.3	27.2	31.9	25.7	28.0
3	21.6	22.9	23.7	26.8	24.6
4	27.6	29.7	26.8	30.4	29.1
8	3.9	3.6	2.5	2.2	2.8
TOTAL	100.1	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	16.427	12	0.1724

Y070 -- REG TV VIEWING: THE COSBY SHOW

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

THE COSBY SHOW

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y070 BY GENDER

	MALE	FEMALE	TOTAL
N=	2146	446	2592
1	44.1	63.2	47.4
2	29.1	22.7	28.0
3	14.0	6.1	12.6
4	10.2	5.4	9.3
8	2.7	2.7	2.7
TOTAL	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	61.446	4	0.0001

Y070 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	334	642	1472	144	2592
1	49.1	53.1	46.3	29.2	47.4
2	26.7	26.3	28.4	34.0	28.0
3	11.1	10.1	13.5	18.1	12.6
4	10.2	8.6	9.4	10.4	9.3
8	3.0	1.9	2.5	8.3	2.7
TOTAL	100.1	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	45.932	12	0.0001



Y070 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1813	591	98	82	2584
1	37.5	80.0	38.8	40.2	47.4
2	32.0	14.4	35.7	26.8	27.9
3	15.9	2.9	10.2	12.2	12.6
4	11.5	1.2	12.2	17.1	9.4
8	3.0	1.5	3.1	3.7	2.7
TOTAL	99.9	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	346.673	12	0.0001

Y070 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2443	111	2554
1	47.3	47.8	47.3
2	28.2	22.5	28.0
3	12.7	9.9	12.6
4	9.1	16.2	9.4
8	2.7	3.6	2.7
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	8.098	4	0.0881

Y070 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	182	664	688	1041	2575
1	51.7	50.2	48.8	43.9	47.4
2	29.1	25.8	29.1	28.4	28.0
3	6.0	11.6	11.9	14.9	12.6
4	9.3	9.0	7.7	10.6	9.3
8	3.9	3.5	2.5	2.2	2.7
TOTAL	100.0	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	24.758	12	0.0160

## Y071 -- REG TV VIEWING: FAMILY TIES

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

## FAMILY TIES

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

## Y071 BY GENDER

	MALE	FEMALE	TOTAL
N=	2123	444	2567
1	35.6	51.8	38.4
2	32.5	32.7	32.5
3	16.9	7.7	15.3
4	12.3	5.2	11.1
8	2.7	2.7	2.7
TOTAL	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	62.399	4	0.0001

## Y071 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	330	638	1456	143	2567
1	38.8	42.5	37.6	27.3	38.4
2	29.7	32.6	32.6	37.8	32.5
3	14.9	12.9	16.7	13.3	15.3
4	13.6	10.2	10.7	13.3	11.1
8	3.0	1.9	2.5	8.4	2.7
TOTAL	100.0	100.1	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	36.622	12	0.0003

Y071 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1800	580	96	82	2558
1	33.2	54.7	42.7	31.7	38.4
2	34.2	27.6	27.1	35.4	32.5
3	17.2	10.0	13.5	12.2	15.3
4	12.3	6.2	13.5	17.1	11.1
8	3.1	1.6	3.1	3.7	2.7
TOTAL	100.0	100.1	99.9	100.1	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 98.521 12 0.0001

Y071 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2417	111	2528
1	38.3	39.6	38.4
2	32.6	30.6	32.6
3	15.4	12.6	15.3
4	11.0	13.5	11.1
8	2.7	3.6	2.7
TOTAL	100.0	99.9	100.1

STATISTIC VALUE D.F. PROB.  
CHISQUARE 1.665 4 0.7970

Y071 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	183	653	680	1033	2549
1	36.1	37.1	37.8	40.0	38.4
2	36.1	30.9	34.0	32.0	32.5
3	13.7	15.2	16.2	15.0	15.3
4	10.4	13.3	9.6	10.8	11.1
8	3.8	3.5	2.5	2.2	2.8
TOTAL	100.1	100.0	100.1	100.0	100.1

STATISTIC VALUE D.F. PROB.  
CHISQUARE 11.671 12 0.4725

Y072 -- REG TV VIEWING: CHEERS

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

CHEERS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y072 BY GENDER

	MALE	FEMALE	TOTAL
N=	2122	443	2565
1	23.3	26.9	23.9
2	31.0	28.7	30.6
3	21.7	23.9	22.1
4	21.3	17.8	20.7
8	2.7	2.7	2.7
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	5.425	4	0.2464

Y072 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	327	640	1456	142	2565
1	27.5	24.8	23.2	19.0	23.9
2	26.3	31.1	31.0	33.1	30.6
3	19.6	20.6	23.3	22.5	22.1
4	23.6	21.6	20.0	16.9	20.7
8	3.1	1.9	2.5	8.5	2.7
TOTAL	100.1	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	30.741	12	0.0022

Y072 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1802	577	95	82	2556
1	23.1	27.6	25.3	17.1	24.0
2	32.3	26.5	27.4	25.6	30.6
3	21.9	22.5	20.0	22.0	22.0
4	19.6	21.8	24.2	31.7	20.7
8	3.1	1.6	3.2	3.7	2.7
TOTAL	100.0	100.0	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	22.045	12	0.0370

Y072 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2417	109	2526
1	23.8	28.4	24.0
2	30.9	26.6	30.7
3	22.2	14.7	21.9
4	20.4	26.6	20.6
8	2.7	3.7	2.7
TOTAL	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	6.600	4	0.1586

Y072 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	183	651	679	1034	2547
1	15.9	20.1	25.3	26.7	23.9
2	29.0	29.3	31.2	31.2	30.6
3	26.8	23.0	20.9	21.3	22.0
4	24.6	24.0	20.0	18.6	20.8
8	3.8	3.5	2.5	2.2	2.8
TOTAL	100.1	99.9	99.9	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	26.854	12	0.0081

Y073 -- REG TV VIEWING: NIGHT COURT

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

NIGHT COURT

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y073 BY GENDER

	MALE	FEMALE	TOTAL
N=	2105	436	2541
1	21.4	22.9	21.7
2	28.5	23.2	27.6
3	23.3	23.9	23.4
4	24.0	27.3	24.6
8	2.8	2.8	2.8
TOTAL	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	5.650	4	0.2269

Y073 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	327	622	1450	142	2541
1	21.1	21.2	22.1	20.4	21.7
2	27.5	26.2	28.1	28.2	27.6
3	21.4	24.1	23.8	21.1	23.4
4	26.9	26.5	23.5	21.8	24.6
8	3.1	1.9	2.5	8.5	2.8
TOTAL	100.0	99.9	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	23.568	12	0.0233

Y073 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1793	566	93	81	2533
1	21.6	23.9	18.3	12.4	21.7
2	28.5	25.4	25.8	21.0	27.5
3	23.3	24.2	20.4	25.9	23.5
4	23.5	24.9	32.3	37.0	24.6
8	3.1	1.6	3.2	3.7	2.8
TOTAL	100.0	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	20.496	12	0.0583

Y073 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2395	108	2503
1	21.7	25.0	21.8
2	27.7	25.0	27.6
3	23.7	19.4	23.5
4	24.3	26.9	24.4
8	2.7	3.7	2.8
TOTAL	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	2.234	4	0.6927

Y073 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	180	639	674	1031	2524
1	16.1	18.8	24.3	22.6	21.6
2	28.9	26.0	28.2	27.8	27.5
3	23.3	24.6	22.1	23.6	23.4
4	27.8	27.1	22.9	23.8	24.6
8	3.9	3.6	2.5	2.2	2.8
TOTAL	100.0	100.1	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	16.428	12	0.1724

Y074 -- REG TV VIEWING: GIMME A BREAK

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

GIMME A BREAK

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y074 BY GENDER

	MALE	FEMALE	TOTAL
N=	2119	442	2561
1	12.6	36.4	16.7
2	31.1	33.3	31.4
3	28.5	18.1	26.7
4	25.2	9.5	22.5
8	2.7	2.7	2.7
TOTAL	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	179.393	4	0.0001

Y074 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	328	633	1459	141	2561
1	16.2	20.9	15.8	9.2	16.7
2	20.7	32.4	33.8	27.7	31.4
3	29.6	23.5	27.1	29.1	26.7
4	30.5	21.3	20.8	25.5	22.5
8	3.1	1.9	2.5	8.5	2.7
TOTAL	100.1	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	62.640	12	0.0001



Y074 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1790	585	96	81	2552
1	9.2	39.2	17.7	17.3	16.7
2	30.2	34.5	35.4	30.9	31.4
3	30.7	16.2	21.9	19.8	26.7
4	26.8	8.6	21.9	28.4	22.5
8	3.1	1.5	3.1	3.7	2.7
TOTAL	100.0	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	348.044	12	0.0001

Y074 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2413	109	2522
1	16.6	18.4	16.7
2	31.7	29.4	31.6
3	26.8	22.0	26.6
4	22.2	26.6	22.4
8	2.7	3.7	2.7
TOTAL	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	2.525	4	0.6402

Y074 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	183	654	679	1027	2543
1	24.6	24.3	18.7	9.2	16.7
2	39.9	31.7	35.6	26.8	31.3
3	14.8	22.6	25.5	32.3	26.7
4	16.9	17.9	17.7	29.5	22.5
8	3.8	3.5	2.5	2.2	2.8
TOTAL	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	149.073	12	0.0001

Y075 -- REG TV VIEWING: CAGNEY AND LACEY

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

CAGNEY AND LACEY

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y075 BY GENDER

	MALE	FEMALE	TOTAL
N=	2116	441	2557
1	6.8	17.2	8.6
2	22.3	32.7	24.1
3	31.2	26.5	30.4
4	37.1	20.9	34.3
8	2.7	2.7	2.7
TOTAL	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	93.680	4	0.0001

Y075 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	327	633	1456	141	2557
1	8.9	10.7	7.6	8.5	8.6
2	20.8	22.4	25.6	22.7	24.1
3	26.9	31.6	31.2	24.8	30.4
4	40.4	33.3	33.2	35.5	34.3
8	3.1	1.9	2.5	8.5	2.7
TOTAL	100.1	99.9	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	35.923	12	0.0003

Y075 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1794	574	98	82	2548
1	6.9	14.3	6.1	8.5	8.6
2	23.2	28.2	19.4	18.3	24.0
3	31.6	28.4	19.4	29.3	30.3
4	35.3	27.5	52.0	40.2	34.3
8	3.1	1.6	3.1	3.7	2.8
TOTAL	100.1	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	62.313	12	0.0001

Y075 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2410	108	2518
1	8.5	10.2	8.6
2	24.6	14.8	24.2
3	30.2	30.6	30.2
4	34.0	40.7	34.3
8	2.7	3.7	2.7
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	6.154	4	0.1879

Y075 BY AFQT(1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	182	651	676	1030	2539
1	9.9	11.4	9.3	6.1	8.6
2	23.6	27.3	24.4	21.8	24.0
3	26.4	28.6	33.0	30.2	30.3
4	36.3	29.2	30.8	39.7	34.4
8	3.9	3.5	2.5	2.2	2.8
TOTAL	100.1	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	42.151	12	0.0001

Y076 -- REG TV VIEWING: THE EQUALIZER

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

THE EQUALIZER

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y076 BY GENDER

	MALE	FEMALE	TOTAL
N=	2117	441	2558
1	15.8	9.1	14.7
2	22.1	17.5	21.3
3	23.9	23.4	23.8
4	35.4	47.4	37.5
8	2.7	2.7	2.7
TOTAL	99.9	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	29.037	4	0.0001

Y076 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	328	635	1454	141	2558
1	12.2	12.0	15.8	20.6	14.7
2	17.4	21.4	21.9	23.4	21.3
3	19.5	25.8	24.4	19.2	23.8
4	47.9	38.9	35.4	28.4	37.5
8	3.1	1.9	2.5	8.5	2.7
TOTAL	100.1	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	51.087	12	0.0001

## Y076 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1797	577	96	79	2549
1	13.9	17.9	9.4	13.9	14.6
2	20.3	25.5	19.8	17.7	21.4
3	24.1	22.9	21.9	22.8	23.7
4	38.6	32.2	45.8	41.8	37.5
8	3.1	1.6	3.1	3.8	2.8
TOTAL	100.0	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	24.095	12	0.0197

## Y076 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2408	111	2519
1	14.8	12.6	14.7
2	21.7	17.1	21.5
3	23.6	26.1	23.7
4	37.2	40.5	37.4
8	2.7	3.6	2.7
TOTAL	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	2.279	4	0.6846

## Y076 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	182	652	675	1032	2541
1	15.4	16.6	15.9	12.5	14.6
2	29.7	25.2	21.2	17.5	21.3
3	20.9	24.5	26.1	22.1	23.7
4	30.2	30.2	34.4	45.6	37.6
8	3.9	3.5	2.5	2.2	2.8
TOTAL	100.1	100.0	100.1	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	61.619	12	0.0001

Y077 -- REG TV VIEWING: SIMON AND SIMON

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

SIMON AND SIMON

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y077 BY GENDER

	MALE	FEMALE	TOTAL
N=	2120	444	2564
1	19.3	10.6	17.8
2	31.6	27.9	31.0
3	21.6	26.4	22.4
4	24.7	32.4	26.1
8	2.7	2.7	2.7
TOTAL	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	29.465	4	0.0001

Y077 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	327	640	1455	142	2564
1	13.2	14.8	19.9	21.1	17.8
2	25.1	30.2	32.9	28.9	31.0
3	25.1	24.2	21.5	17.6	22.4
4	33.6	28.9	23.3	23.9	26.1
8	3.1	1.9	2.5	8.5	2.7
TOTAL	100.1	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	53.999	12	0.0001

Y077 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1801	578	94	82	2555
1	19.7	14.5	7.5	12.2	17.9
2	32.9	27.7	25.5	18.3	31.0
3	21.3	24.1	27.7	25.6	22.3
4	23.0	32.2	36.2	40.2	26.1
8	3.1	1.6	3.2	3.7	2.7
TOTAL	100.0	100.1	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	55.340	12	0.0001

Y077 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2416	109	2525
1	18.3	5.2	17.9
2	31.3	32.1	31.3
3	22.1	22.9	22.1
4	25.7	32.1	25.9
8	2.7	3.7	2.7
TOTAL	100.1	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	6.941	4	0.1390

Y077 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	182	654	678	1032	2546
1	17.6	19.6	17.4	17.1	17.8
2	32.4	31.7	30.2	30.6	30.9
3	24.2	21.4	25.1	20.7	22.3
4	22.0	23.9	24.8	29.4	26.2
8	3.9	3.5	2.5	2.2	2.8
TOTAL	100.1	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	16.334	12	0.1764

Y078 -- REG TV VIEWING: HILL STREET BLUES

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

HILL STREET BLUES

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y078 BY GENDER

	MALE	FEMALE	TOTAL
N=	2121	444	2565
1	20.1	14.9	19.2
2	30.3	26.8	29.7
3	25.6	27.7	25.9
4	21.4	27.9	22.5
8	2.7	2.7	2.7
TOTAL	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	14.403	4	0.0061

Y078 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	328	635	1460	142	2565
1	17.4	20.3	19.2	18.3	19.2
2	29.6	30.1	29.1	33.8	29.7
3	26.8	26.9	26.0	18.3	25.9
4	23.2	20.8	23.2	21.1	22.5
8	3.1	1.9	2.5	8.5	2.7
TOTAL	100.1	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	26.094	12	0.0104



Y078 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1805	576	95	80	2556
1	20.0	19.3	11.6	8.8	19.2
2	29.6	31.9	21.1	23.8	29.6
3	25.7	25.0	35.8	25.0	25.9
4	21.7	22.2	28.4	38.8	22.6
8	3.1	1.6	3.2	3.8	2.7
TOTAL	100.1	100.0	100.1	100.2	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	31.498	12	0.0017

Y078 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2415	111	2526
1	19.0	22.5	19.1
2	29.9	27.9	29.8
3	26.1	20.7	25.9
4	22.4	25.2	22.5
8	2.7	3.6	2.7
TOTAL	100.1	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	2.744	4	0.6015

Y078 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	185	651	679	1032	2547
1	17.8	20.3	17.8	19.5	19.1
2	32.4	29.0	30.6	28.8	29.6
3	25.4	24.3	27.4	26.1	25.9
4	20.5	22.9	21.7	23.5	22.6
8	3.8	3.5	2.5	2.2	2.8
TOTAL	99.9	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	7.928	12	0.7907

Y079 -- REG TV VIEWING: BLACKIE'S MAGIC

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

BLACKIE'S MAGIC

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y079 BY GENDER

	MALE	FEMALE	TOTAL
N=	2097	440	2537
1	6.3	3.6	5.9
2	16.6	10.7	15.6
3	23.9	21.6	23.5
4	50.4	61.4	52.3
8	2.8	2.7	2.8
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	21.873	4	0.0002

Y079 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	325	627	1445	140	2537
1	1.9	4.2	7.7	4.3	5.9
2	9.2	14.7	17.0	20.0	15.6
3	22.5	21.4	25.3	16.4	23.5
4	63.4	57.9	47.5	50.7	52.3
8	3.1	1.9	2.5	8.6	2.8
TOTAL	100.1	100.1	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	76.420	12	0.0001

## Y079 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1785	568	96	79	2528
1	6.7	3.7	4.2	3.8	5.8
2	16.9	12.5	9.4	17.7	15.6
3	24.8	21.3	16.7	15.2	23.4
4	48.6	60.9	66.7	59.5	52.4
8	3.1	1.6	3.1	3.8	2.8
TOTAL	100.1	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	43.465	12	0.0001

## Y079 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2388	110	2498
1	5.9	6.4	5.9
2	15.7	12.7	15.6
3	23.5	22.7	23.5
4	52.2	54.6	52.3
8	2.7	3.6	2.8
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	1.096	4	0.8949

## Y079 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	180	647	671	1022	2520
1	7.2	5.3	6.3	5.7	5.8
2	18.9	16.2	15.7	14.6	15.6
3	20.6	20.9	26.4	23.7	23.5
4	49.4	54.1	49.2	53.8	52.3
8	3.9	3.6	2.5	2.3	2.8
TOTAL	100.0	100.1	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	14.026	12	0.2991

Y080 -- REG TV VIEWING: MOONLIGHTING

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

MOONLIGHTING

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y080 BY GENDER

	MALE	FEMALE	TOTAL
N=	2118	441	2559
1	23.2	26.1	23.7
2	23.5	24.7	23.7
3	19.5	20.6	19.7
4	31.1	25.9	30.2
8	2.7	2.7	2.7
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	5.024	4	0.2849

Y080 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	330	638	1449	142	2559
1	20.6	24.5	24.0	24.7	23.7
2	18.8	23.8	24.6	25.4	23.7
3	19.1	21.0	19.7	14.1	19.7
4	38.5	28.8	29.1	27.5	30.2
8	3.0	1.9	2.5	8.5	2.7
TOTAL	100.0	100.0	99.9	100.2	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	36.455	12	0.0003

## Y080 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1796	578	96	80	2550
1	22.0	29.9	26.0	15.0	23.7
2	24.9	20.8	17.7	26.3	23.8
3	19.3	20.1	17.7	25.0	19.6
4	30.7	27.7	35.4	30.0	30.2
8	3.1	1.6	3.1	3.8	2.8
TOTAL	100.0	100.1	99.9	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	27.066	12	0.0076

## Y080 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2408	112	2520
1	23.6	27.7	23.8
2	24.1	16.1	23.8
3	19.7	16.1	19.6
4	29.9	36.6	30.2
8	2.7	3.6	2.7
TOTAL	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	6.320	4	0.1765

## Y080 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	182	650	675	1035	2542
1	23.1	21.5	24.0	24.8	23.6
2	23.1	21.2	24.2	25.2	23.8
3	22.0	19.9	19.0	19.6	19.7
4	28.0	33.9	30.4	28.1	30.2
8	3.9	3.5	2.5	2.2	2.8
TOTAL	100.1	100.0	100.1	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	13.412	12	0.3398

Y081 -- REG TV VIEWING: MACGIVER

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

MACGIVER

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y081 BY GENDER

	MALE	FEMALE	TOTAL
N=	2116	443	2559
1	21.6	16.0	20.6
2	22.7	16.7	21.7
3	21.6	24.8	22.2
4	31.3	39.7	32.8
8	2.7	2.7	2.7
TOTAL	99.9	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	21.113	4	0.0003

Y081 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	327	634	1455	143	2559
1	12.2	15.8	23.9	28.0	20.6
2	15.6	21.5	23.2	21.0	21.7
3	22.3	25.2	21.5	15.4	22.2
4	46.8	35.7	28.9	27.3	32.8
8	3.1	1.9	2.5	8.4	2.7
TOTAL	100.0	100.1	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	90.739	12	0.0001

## Y081 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1798	574	96	82	2550
1	20.2	23.0	12.5	20.7	20.6
2	21.8	21.4	18.8	24.4	21.7
3	21.6	23.2	30.2	17.1	22.2
4	33.3	30.8	35.4	34.2	32.9
8	3.1	1.6	3.1	3.7	2.8
TOTAL	100.0	100.0	100.0	100.1	100.2

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	14.605	12	0.2638

## Y081 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2410	110	2520
1	20.9	14.6	20.6
2	21.9	18.2	21.8
3	22.2	23.6	22.3
4	32.3	40.0	32.6
8	2.7	3.6	2.7
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	5.096	4	0.2775

## Y081 BY AFQT(1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	182	654	677	1029	2542
1	18.1	21.9	22.0	19.2	20.6
2	29.1	19.4	22.9	20.8	21.6
3	21.4	24.3	23.2	20.3	22.2
4	27.5	30.9	29.4	37.4	32.9
8	3.9	3.5	2.5	2.2	2.8
TOTAL	100.0	100.0	100.0	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	27.646	12	0.0062

Y082 -- REG TV VIEWING: STINGRAY

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

STINGRAY

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y082 BY GENDER

	MALE	FEMALE	TOTAL
N=	2114	438	2552
1	18.4	10.3	17.0
2	17.9	11.9	16.9
3	19.9	17.6	19.5
4	41.1	57.5	43.9
8	2.7	2.7	2.7
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	45.038	4	0.0001

Y082 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	327	629	1453	143	2552
1	10.4	13.4	19.6	21.7	17.0
2	13.8	16.5	17.1	23.1	16.9
3	17.1	20.7	20.4	11.2	19.5
4	55.7	47.5	40.5	35.7	43.9
8	3.1	1.9	2.5	8.4	2.7
TOTAL	100.1	100.0	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	69.811	12	0.0001



## Y082 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1793	574	94	82	2543
1	16.8	18.6	12.8	13.4	17.0
2	16.2	19.3	13.8	15.9	16.8
3	19.2	21.1	21.3	14.6	19.5
4	44.7	39.4	48.9	52.4	43.9
8	3.1	1.6	3.2	3.7	2.8
TOTAL	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	16.362	12	0.1752

## Y082 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2401	112	2513
1	17.1	15.2	17.0
2	17.0	15.2	17.0
3	19.7	18.8	19.7
4	43.4	47.3	43.6
8	2.7	3.6	2.8
TOTAL	99.9	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	1.164	4	0.8841

## Y082 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	183	650	674	1027	2534
1	19.1	20.0	16.9	14.5	16.9
2	21.3	18.8	18.1	14.0	16.9
3	23.0	18.8	19.9	19.1	19.5
4	32.8	38.9	42.6	50.2	44.0
8	3.8	3.5	2.5	2.2	2.8
TOTAL	100.0	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	39.719	12	0.0001

Y083 -- REG TV VIEWING: AIRWOLF

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

AIRWOLF

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y083 BY GENDER

	MALE	FEMALE	TOTAL
N=	2118	443	2561
1	20.9	10.8	19.2
2	25.8	13.3	23.6
3	23.6	22.1	23.3
4	27.0	51.0	31.2
8	2.7	2.7	2.7
TOTAL	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	111.603	4	0.0001

Y083 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	329	636	1451	145	2561
1	14.3	12.6	22.7	23.5	19.2
2	16.1	22.0	25.5	29.0	23.6
3	22.8	25.5	23.0	18.6	23.3
4	43.8	38.1	26.3	20.7	31.2
8	3.0	1.9	2.5	8.3	2.7
TOTAL	100.0	100.1	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	105.660	12	0.0001

Y083 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1803	570	96	83	2552
1	20.7	16.0	10.4	15.7	19.1
2	25.1	18.1	22.9	31.3	23.6
3	23.0	23.5	27.1	21.7	23.2
4	28.1	40.9	36.5	27.7	31.3
8	3.1	1.6	3.1	3.6	2.7
TOTAL	100.0	100.1	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	49.092	12	0.0001

Y083 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2410	112	2522
1	19.5	13.4	19.2
2	23.7	25.0	23.8
3	23.1	26.8	23.2
4	31.1	31.3	31.1
8	2.7	3.6	2.7
TOTAL	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	3.066	4	0.5468

Y083 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	181	656	672	1034	2543
1	21.0	22.0	18.9	17.0	19.1
2	29.3	23.8	24.9	21.9	23.7
3	21.6	21.3	24.7	23.7	23.2
4	24.3	29.4	29.0	35.2	31.3
8	3.9	3.5	2.5	2.2	2.8
TOTAL	100.1	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	24.744	12	0.0161

Y084 -- REG TV VIEWING: THE A-TEAM

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

THE A-TEAM

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y084 BY GENDER

	MALE	FEMALE	TOTAL
N=	2117	443	2560
1	18.4	11.3	17.2
2	29.7	22.1	28.4
3	27.7	26.6	27.5
4	21.5	37.3	24.2
8	2.7	2.7	2.7
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	55.887	4	0.0001

Y084 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	329	635	1455	141	2560
1	9.4	13.7	20.0	22.0	17.2
2	20.1	28.4	30.2	29.1	28.4
3	32.2	29.6	25.9	23.4	27.5
4	35.3	26.5	21.4	17.0	24.2
8	3.0	1.9	2.5	8.5	2.7
TOTAL	100.0	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	85.050	12	0.0001

## Y084 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1796	576	97	83	2552
1	16.2	20.0	17.5	18.1	17.1
2	27.7	32.1	28.9	18.1	28.4
3	28.1	24.0	25.8	39.8	27.5
4	25.0	22.4	24.7	20.5	24.3
8	3.1	1.6	3.1	3.6	2.7
TOTAL	100.1	100.1	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	23.151	12	0.0265

## Y084 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2410	112	2522
1	17.5	11.6	17.3
2	28.7	24.1	28.5
3	27.0	35.7	27.4
4	24.1	25.0	24.1
8	2.7	3.6	2.7
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	6.255	4	0.1809

## Y084 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	184	658	676	1025	2543
1	23.9	21.3	18.1	12.6	17.1
2	32.1	29.3	31.4	25.4	28.5
3	21.7	25.4	26.2	30.5	27.4
4	18.5	20.5	21.9	29.3	24.3
8	3.8	3.5	2.5	2.2	2.8
TOTAL	100.0	100.0	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	59.559	12	0.0001

Y085 -- REG TV VIEWING: HUNTER

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

HUNTER

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y085 BY GENDER

	MALE	FEMALE	TOTAL
N=	2084	438	2522
1	16.8	12.6	16.1
2	27.0	20.8	25.9
3	22.8	22.6	22.8
4	30.6	41.3	32.5
8	2.8	2.7	2.8
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	22.200	4	0.0002

Y085 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	323	626	1432	141	2522
1	9.3	12.3	18.9	19.9	16.1
2	21.7	27.0	26.5	24.1	25.9
3	22.9	22.5	23.3	18.4	22.8
4	43.0	36.3	28.8	29.1	32.5
8	3.1	1.9	2.5	8.5	2.8
TOTAL	100.0	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	66.505	12	0.0001

Y085 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1769	574	94	77	2514
1	15.3	20.4	9.6	9.1	16.0
2	25.1	28.1	30.9	23.4	25.9
3	22.4	23.5	18.1	29.9	22.8
4	34.1	26.5	38.3	33.8	32.5
8	3.1	1.6	3.2	3.9	2.8
TOTAL	100.0	100.1	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	30.464	12	0.0024

Y085 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2372	112	2484
1	16.2	15.2	16.1
2	26.1	24.1	26.1
3	23.0	17.9	22.8
4	32.0	39.3	32.3
8	2.7	3.6	2.8
TOTAL	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	3.528	4	0.4737

Y085 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	180	648	667	1011	2506
1	15.6	19.4	18.0	12.6	16.0
2	34.4	25.0	27.1	24.4	26.0
3	21.1	21.5	25.5	21.9	22.7
4	25.0	30.6	26.8	38.9	32.5
8	3.9	3.6	2.6	2.3	2.8
TOTAL	100.0	100.1	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	49.947	12	0.0001

Y086 -- REG TV VIEWING: MIAMI VICE

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

MIAMI VICE

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y086 BY GENDER

	MALE	FEMALE	TOTAL
N=	2119	436	2555
1	37.3	33.3	36.6
2	30.0	25.2	29.2
3	16.0	19.0	16.5
4	14.0	19.7	15.0
8	2.7	2.8	2.7
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	14.470	4	0.0059

Y086 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	331	635	1446	143	2555
1	29.6	32.1	40.5	33.6	36.6
2	29.3	31.5	28.2	29.4	29.2
3	19.9	19.7	14.6	14.0	16.5
4	18.1	14.8	14.3	14.7	15.0
8	3.0	1.9	2.5	8.4	2.7
TOTAL	99.9	100.0	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	47.249	12	0.0001



Y086 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1796	573	99	79	2547
1	32.9	51.0	29.3	24.1	36.5
2	29.7	25.1	44.4	26.6	29.2
3	17.5	13.1	12.1	25.3	16.6
4	16.8	9.3	11.1	20.3	15.0
8	3.1	1.6	3.0	3.8	2.8
TOTAL	100.0	100.1	99.9	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	88.572	12	0.0001

Y086 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2406	111	2517
1	36.7	36.0	36.7
2	29.3	26.1	29.1
3	16.5	12.6	16.4
4	14.8	21.6	15.1
8	2.7	3.6	2.7
TOTAL	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	5.011	4	0.2862

Y086 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	185	652	668	1033	2538
1	39.5	40.8	37.6	32.6	36.5
2	30.8	29.5	28.3	29.1	29.1
3	15.1	12.6	18.1	18.3	16.6
4	10.8	13.7	13.5	17.7	15.1
8	3.8	3.5	2.5	2.2	2.8
TOTAL	100.0	100.1	100.0	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	30.209	12	0.0026

Y087 -- REG TV VIEWING: HARDCASTLE AND MCCORMICK

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

HARDCASTLE AND MCCORMICK

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y087 BY GENDER

	MALE	FEMALE	TOTAL
N=	2105	444	2549
1	18.2	10.6	16.9
2	32.7	26.8	31.7
3	24.2	29.1	25.1
4	22.0	30.9	23.6
8	2.8	2.7	2.8
TOTAL	99.9	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	32.269	4	0.0001

Y087 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	326	636	1442	145	2549
1	10.7	12.0	19.6	25.5	16.9
2	27.6	31.1	32.8	32.4	31.7
3	24.9	29.1	24.0	18.6	25.1
4	33.7	25.9	21.1	15.2	23.6
8	3.1	1.9	2.5	8.3	2.8
TOTAL	100.0	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	81.037	12	0.0001

## Y087 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1787	578	96	80	2541
1	18.2	14.5	10.4	10.0	16.8
2	32.1	32.7	29.2	17.5	31.7
3	26.0	22.7	18.8	28.8	25.1
4	20.5	28.6	38.5	40.0	23.7
8	3.1	1.6	3.1	3.8	2.8
TOTAL	99.9	100.1	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	53.242	12	0.0001

## Y087 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2401	111	2512
1	16.9	17.1	16.9
2	32.1	26.1	31.8
3	25.0	25.2	25.0
4	23.4	27.9	23.6
8	2.7	3.6	2.8
TOTAL	100.1	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	2.432	4	0.6569

## Y087 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	182	653	669	1028	2532
1	18.1	17.6	19.7	14.3	16.9
2	32.4	31.9	32.1	30.9	31.6
3	22.0	23.7	24.2	27.0	25.1
4	23.6	23.3	21.4	25.5	23.7
8	3.9	3.5	2.5	2.2	2.8
TOTAL	100.0	100.0	99.9	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	17.103	12	0.1458

Y088 -- REG TV VIEWING: RIPTIDE

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

RIPTIDE

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y088 BY GENDER

	MALE	FEMALE	TOTAL
N=	2105	440	2545
1	16.4	7.1	14.8
2	31.2	21.1	29.4
3	24.3	25.0	24.4
4	25.3	44.1	28.6
8	2.8	2.7	2.8
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	79.058	4	0.0001

Y088 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	322	636	1443	144	2545
1	7.8	8.0	18.8	20.8	14.8
2	18.6	28.0	32.6	27.8	29.4
3	25.5	28.1	22.9	20.8	24.4
4	45.0	34.0	23.2	22.2	28.6
8	3.1	1.9	2.5	8.3	2.8
TOTAL	100.0	100.0	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	146.115	12	0.0001

## Y088 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1791	569	94	82	2536
1	16.6	10.5	7.5	12.2	14.8
2	31.4	25.7	23.4	18.3	29.4
3	24.1	26.4	17.0	25.6	24.4
4	24.7	35.9	48.9	40.2	28.6
8	3.1	1.6	3.2	3.7	2.8
TOTAL	99.9	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	68.847	12	0.0001

## Y088 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2395	111	2506
1	15.3	8.1	15.0
2	29.6	26.1	29.5
3	24.3	26.1	24.4
4	28.1	36.0	28.4
8	2.7	3.6	2.8
TOTAL	100.0	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	6.903	4	0.1411

## Y088 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	176	651	669	1031	2527
1	14.8	14.9	16.7	13.4	14.8
2	27.8	28.7	30.8	29.5	29.5
3	33.0	22.0	23.0	25.2	24.3
4	20.5	30.9	26.9	29.7	28.6
8	4.0	3.5	2.5	2.2	2.8
TOTAL	100.1	100.0	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	21.317	12	0.0459

Y089 -- REG TV VIEWING: KNIGHT RIDER

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

KNIGHT RIDER

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y089 BY GENDER

	MALE	FEMALE	TOTAL
N=	2110	442	2552
1	12.2	11.5	12.1
2	28.7	27.8	28.6
3	30.7	29.2	30.5
4	25.6	28.7	26.2
8	2.8	2.7	2.7
TOTAL	100.0	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	1.843	4	0.7646

Y089 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	328	636	1448	140	2552
1	7.3	10.9	13.6	12.9	12.1
2	24.7	26.6	30.2	30.0	28.6
3	32.0	34.1	29.0	25.0	30.5
4	32.9	26.6	24.7	23.6	26.2
8	3.1	1.9	2.5	8.6	2.7
TOTAL	100.0	100.1	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	46.060	12	0.0001

## Y089 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1789	579	98	77	2543
1	9.8	17.8	17.4	11.7	12.0
2	27.8	30.6	36.7	20.8	28.6
3	30.8	29.9	22.5	36.4	30.4
4	28.5	20.2	20.4	27.3	26.3
8	3.1	1.6	3.1	3.9	2.8
TOTAL	100.0	100.1	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	50.616	12	0.0001

## Y089 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2403	110	2513
1	12.2	10.9	12.1
2	28.8	24.6	28.7
3	30.5	30.9	30.5
4	25.8	30.0	26.0
8	2.7	3.6	2.8
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	1.863	4	0.7610

## Y089 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	184	652	675	1025	2536
1	23.4	17.0	12.2	6.7	12.0
2	31.5	31.8	31.1	24.2	28.5
3	27.2	27.5	29.6	33.4	30.4
4	14.1	20.3	24.6	33.5	26.3
8	3.8	3.5	2.5	2.2	2.8
TOTAL	100.0	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	117.442	12	0.0001

Y090 -- REG TV VIEWING: AMAZING STORIES

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

AMAZING STORIES

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y090 BY GENDER

	MALE	FEMALE	TOTAL
N=	2121	444	2565
1	18.1	16.0	17.7
2	30.2	26.8	29.6
3	25.8	27.7	26.1
4	23.2	26.8	23.8
8	2.7	2.7	2.7
TOTAL	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	4.949	4	0.2926

Y090 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	324	641	1461	139	2565
1	13.9	16.1	19.2	18.7	17.7
2	23.5	30.9	30.3	31.7	29.6
3	29.0	26.5	26.2	16.6	26.1
4	30.6	24.7	21.8	24.5	23.8
8	3.1	1.9	2.5	8.6	2.7
TOTAL	100.1	100.1	100.0	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	45.299	12	0.0001



Y090 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1800	580	96	80	2556
1	15.6	23.6	18.8	17.5	17.6
2	30.0	29.5	22.9	30.0	29.6
3	27.4	22.6	28.1	22.5	26.2
4	23.9	22.8	27.1	26.3	23.8
8	3.1	1.6	3.1	3.8	2.7
TOTAL	100.0	100.1	100.0	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	27.017	12	0.0077

Y090 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2416	110	2526
1	17.8	13.6	17.6
2	29.3	39.1	29.7
3	26.2	24.6	26.1
4	24.1	19.1	23.9
8	2.7	3.6	2.7
TOTAL	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	5.995	4	0.1995

Y090 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	179	654	679	1036	2548
1	17.9	18.0	19.7	15.9	17.6
2	30.2	30.0	31.1	28.4	29.6
3	21.2	25.1	26.5	27.4	26.1
4	26.8	23.4	20.2	26.1	23.9
8	3.9	3.5	2.5	2.2	2.8
TOTAL	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	17.330	12	0.1376

Y091 -- REG TV VIEWING: ALFRED HITCHCOCK

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

ALFRED HITCHCOCK

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y091 BY GENDER

	MALE	FEMALE	TOTAL
N=	2111	442	2553
1	14.9	17.7	15.4
2	25.1	26.0	25.2
3	26.1	22.2	25.4
4	31.3	31.5	31.3
8	2.8	2.7	2.7
TOTAL	100.2	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	4.138	4	0.3876

Y091 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	324	637	1453	139	2553
1	14.2	14.1	15.9	18.0	15.4
2	22.5	27.0	25.3	22.3	25.2
3	25.0	27.2	24.8	24.5	25.4
4	35.2	29.8	31.5	26.6	31.3
8	3.1	1.9	2.5	8.6	2.7
TOTAL	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	27.901	12	0.0057

## Y091 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1791	577	97	79	2544
1	13.0	22.9	15.5	10.1	15.3
2	25.1	26.5	19.6	29.1	25.3
3	26.8	21.7	24.7	20.3	25.4
4	32.1	27.4	37.1	36.7	31.3
8	3.1	1.6	3.1	3.8	2.8
TOTAL	100.1	100.1	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	45.673	12	0.0001

## Y091 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2403	111	2514
1	15.0	18.0	15.2
2	25.2	27.9	25.3
3	25.3	25.2	25.3
4	31.8	25.2	31.5
8	2.7	3.6	2.7
TOTAL	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	2.727	4	0.6044

## Y091 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	182	648	673	1033	2536
1	11.5	17.1	17.1	13.5	15.2
2	24.7	25.3	27.3	24.3	25.4
3	25.8	25.2	23.6	26.4	25.3
4	34.1	28.9	29.4	33.6	31.3
8	3.9	3.6	2.5	2.2	2.8
TOTAL	100.0	100.1	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	17.253	12	0.1403

Y092 -- REG TV VIEWING: 60 MINUTES

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

60 MINUTES

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y092 BY GENDER

	MALE	FEMALE	TOTAL
N=	2115	440	2555
1	15.0	15.9	15.2
2	30.2	33.6	30.8
3	23.4	25.0	23.7
4	28.6	22.7	27.6
8	2.7	2.7	2.7
TOTAL	99.9	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	6.522	4	0.1634

Y092 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	324	635	1455	141	2555
1	19.8	18.6	12.6	16.3	15.2
2	42.0	32.6	28.5	21.3	30.8
3	21.0	23.3	25.0	17.7	23.7
4	14.2	23.6	31.5	36.2	27.6
8	3.1	1.9	2.5	8.5	2.7
TOTAL	100.1	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	96.450	12	0.0001

## Y092 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1791	577	98	80	2546
1	13.8	19.4	13.3	18.8	15.2
2	30.8	31.4	24.5	33.8	30.8
3	23.1	25.3	27.6	20.0	23.6
4	29.3	22.4	31.6	23.8	27.6
8	3.1	1.6	3.1	3.8	2.8
TOTAL	100.1	100.1	100.1	100.2	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	26.042	12	0.0106

## Y092 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2406	110	2516
1	14.5	26.4	15.0
2	30.4	39.1	30.8
3	24.2	13.6	23.7
4	28.2	17.3	27.7
8	2.7	3.6	2.7
TOTAL	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	22.197	4	0.0002

## Y092 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	182	651	674	1031	2538
1	11.0	16.1	13.1	16.7	15.2
2	24.2	24.6	31.9	35.2	30.8
3	27.5	24.1	24.0	22.4	23.6
4	33.5	31.6	28.5	23.5	27.6
8	3.9	3.5	2.5	2.2	2.8
TOTAL	100.1	99.9	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	41.560	12	0.0001

Y093 -- REG TV VIEWING:RIPLEY'S BELIEVE IT O NOT

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

RIPLEY'S BELIEVE IT OR NOT

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y093 BY GENDER

	MALE	FEMALE	TOTAL
N=	2109	442	2551
1	12.6	7.9	11.8
2	34.5	30.5	33.8
3	29.2	27.4	28.9
4	21.0	31.5	22.8
8	2.8	2.7	2.7
TOTAL	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	26.271	4	0.0001

Y093 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	322	635	1454	140	2551
1	9.9	12.3	11.7	14.3	11.8
2	28.0	32.6	35.4	35.7	33.8
3	31.4	29.8	28.8	20.7	28.9
4	27.6	23.5	21.7	20.7	22.8
8	3.1	1.9	2.5	8.6	2.7
TOTAL	100.0	100.1	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	34.801	12	0.0005

Y093 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1792	573	97	80	2542
1	11.3	11.7	13.4	16.3	11.6
2	34.2	31.4	41.2	35.0	33.8
3	29.1	28.6	32.0	25.0	29.0
4	22.4	26.7	10.3	20.0	22.9
8	3.1	1.6	3.1	3.8	2.8
TOTAL	100.1	100.0	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	20.049	12	0.0662

Y093 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2405	107	2512
1	11.7	9.4	11.6
2	33.6	40.2	33.8
3	28.9	30.8	29.0
4	23.2	15.9	22.9
8	2.7	3.7	2.8
TOTAL	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	4.719	4	0.3173

Y093 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	181	647	679	1028	2535
1	10.5	13.0	12.1	10.5	11.6
2	33.7	35.7	35.1	32.1	33.9
3	33.2	25.8	27.8	30.7	28.9
4	18.8	22.0	22.5	24.4	22.9
8	3.9	3.6	2.5	2.2	2.8
TOTAL	100.1	100.1	100.0	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	15.195	12	0.2310

Y094 -- REG TV VIEWING: TWILIGHT ZONE

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

TWILIGHT ZONE

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y094 BY GENDER

	MALE	FEMALE	TOTAL
N=	2112	445	2557
1	20.0	20.0	20.0
2	32.6	29.2	32.0
3	24.7	23.2	24.4
4	19.9	24.9	20.8
8	2.8	2.7	2.7
TOTAL	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	6.107	4	0.1913

Y094 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	329	636	1454	138	2557
1	18.8	20.4	19.9	21.7	20.0
2	33.4	34.9	30.8	27.5	32.0
3	22.8	24.4	25.2	21.0	24.4
4	21.9	18.4	21.6	21.0	20.8
8	3.0	1.9	2.5	8.7	2.7
TOTAL	99.9	100.0	100.0	99.9	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	27.675	12	0.0062



## Y094 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1795	575	98	80	2548
1	18.4	23.1	25.5	23.8	19.9
2	32.6	31.5	28.6	28.8	32.1
3	24.9	23.1	25.5	23.8	24.5
4	21.1	20.7	17.4	20.0	20.8
8	3.1	1.6	3.1	3.8	2.8
TOTAL	100.1	100.0	100.1	100.2	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	13.074	12	0.3637

## Y094 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2411	107	2518
1	19.7	22.4	19.8
2	32.4	29.9	32.3
3	24.1	28.0	24.3
4	21.1	15.9	20.9
8	2.7	3.7	2.7
TOTAL	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	2.960	4	0.5646

## Y094 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	181	649	679	1031	2540
1	18.2	23.4	18.9	18.8	20.0
2	25.4	29.4	33.1	34.2	32.1
3	29.3	22.7	24.7	24.4	24.4
4	23.2	21.0	20.8	20.4	20.8
8	3.9	3.5	2.5	2.2	2.8
TOTAL	100.0	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	17.600	12	0.1284

X173 -- CABLE TV IN HOUSEHOLD

IS THERE CABLE TV IN THE HOUSEHOLD WHERE YOU WERE  
LIVING BEFORE YOU ENTERED THE ARMY?

- 1 YES
- 2 NO - GO TO QUESTION #129
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A154 B154 C154 D127 TOTAL NPS SURVEYED IS 2,703

X173 BY GENDER

	MALE	FEMALE	TOTAL
N=	2183	446	2629
1	57.5	53.4	56.8
2	39.9	44.0	40.6
8	2.7	2.7	2.7
TOTAL	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	2.642	2	0.2669

X173 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	338	655	1487	149	2629
1	53.6	60.0	56.0	57.7	56.8
2	43.5	38.2	41.6	34.2	40.6
8	3.0	1.8	2.4	8.1	2.7
TOTAL	100.1	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	23.870	6	0.0006

X173 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1842	594	100	84	2620
1	57.8	56.1	49.0	51.2	56.9
2	39.2	42.4	48.0	45.2	40.5
8	3.0	1.5	3.0	3.6	2.7
TOTAL	100.0	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	9.047	6	0.1710

X173 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2475	115	2590
1	57.0	53.9	56.9
2	40.4	42.6	40.5
8	2.6	3.5	2.7
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	0.622	2	0.7328

X173 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	196	670	693	1051	2610
1	55.1	56.6	56.7	57.6	56.9
2	41.3	40.0	40.8	40.3	40.4
8	3.6	3.4	2.5	2.2	2.7
TOTAL	100.0	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	3.394	6	0.7581

X747 -- WATCH CABLE ONLY:SPORTS PROGRAMMING

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON CABLE ONLY CHANNELS?

SPORTS PROGRAMMING ON CABLE ONLY CHANNELS

- 1 REGULARLY TURN ON THE TV TO WATCH IT
- 2 SOMETIMES WATCH IT-I WATCH IT IF IT HAPPENS TO BE ON WHEN I TURN ON THE TV
- 3 HAVE WATCHED IT ONCE OR TWICE
- 4 HAVE NEVER WATCHED IT
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP
- 9 NO CABLE TV IN HOUSEHOLD: VALID SKIP

SURVEY ITEMS #: A155 B155 C155 D128 TOTAL NPS SURVEYED IS 2,703

X747 BY GENDER

	MALE	FEMALE	TOTAL
N=	2151	442	2593
1	16.2	7.5	14.7
2	23.2	15.2	21.8
3	9.1	12.0	9.6
4	8.4	18.3	10.1
8	2.7	2.7	2.7
9	40.5	44.3	41.1
TOTAL	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	70.082	5	0.0001

X747 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	331	647	1471	144	2593
1	14.5	17.8	13.4	14.6	14.7
2	19.9	23.3	21.5	22.9	21.8
3	9.1	8.5	10.3	8.3	9.6
4	9.1	9.9	10.4	10.4	10.1
8	3.0	1.9	2.5	8.3	2.7
9	44.4	38.6	42.0	35.4	41.1
TOTAL	100.0	100.0	100.1	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	32.000	15	0.0064

## X747 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1820	584	99	81	2584
1	12.2	23.1	11.1	16.1	14.7
2	23.5	18.7	15.2	16.1	21.9
3	10.3	6.9	12.1	9.9	9.6
4	11.3	6.7	10.1	7.4	10.1
8	3.0	1.5	3.0	3.7	2.7
9	39.7	43.2	48.5	46.9	41.0
TOTAL	100.0	100.1	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	68.565	15	0.0001

## X747 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2440	114	2554
1	14.7	15.8	14.8
2	22.3	14.0	21.9
3	9.5	12.3	9.6
4	9.9	11.4	10.0
8	2.7	3.5	2.7
9	40.9	43.0	41.0
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	5.012	5	0.4144

## X747 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	192	657	684	1041	2574
1	22.4	16.6	15.1	11.8	14.7
2	18.8	20.2	21.1	24.1	21.9
3	4.2	9.6	9.4	10.8	9.6
4	8.9	9.3	10.7	10.5	10.1
8	3.7	3.5	2.5	2.2	2.7
9	42.2	40.8	41.4	40.6	41.0
TOTAL	100.2	100.0	100.2	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	31.391	15	0.0078

X748 -- WATCH CABLE ONLY:MOVIES W/OUT COMMERCIAL

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON CABLE ONLY CHANNELS?

MOVIES WITHOUT COMMERCIALS ON CABLE ONLY CHANNELS

- 1 REGULARLY TURN ON THE TV TO WATCH IT
- 2 SOMETIMES WATCH IT-I WATCH IT IF IT HAPPENS TO BE ON WHEN I TURN ON THE TV
- 3 HAVE WATCHED IT ONCE OR TWICE
- 4 HAVE NEVER WATCHED IT
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP
- 9 NO CABLE TV IN HOUSEHOLD: VALID SKIP

SURVEY ITEMS #: A155 B155 C155 D128 TOTAL NPS SURVEYED IS 2,703

X748 BY GENDER

	MALE	FEMALE	TOTAL
N=	2156	444	2600
1	31.5	25.2	30.4
2	17.6	19.1	17.9
3	4.0	5.0	4.2
4	3.9	3.8	3.9
8	2.7	2.7	2.7
9	40.4	44.1	41.0
TOTAL	100.1	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	7.235	5	0.2038

X748 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	334	647	1472	147	2600
1	27.5	32.6	30.0	31.3	30.4
2	17.4	18.2	17.8	17.7	17.9
3	3.6	4.5	4.1	5.4	4.2
4	4.5	4.2	3.7	2.7	3.9
8	3.0	1.9	2.5	8.2	2.7
9	44.0	38.6	42.0	34.7	41.0
TOTAL	100.0	100.0	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	26.100	15	0.0370

X748 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1824	588	99	80	2591
1	29.0	35.7	27.3	27.5	30.4
2	19.2	14.3	16.2	15.0	17.9
3	4.7	3.1	2.0	3.8	4.2
4	4.4	2.6	3.0	2.5	3.9
8	3.0	1.5	3.0	3.8	2.7
9	39.6	42.9	48.5	47.5	40.9
TOTAL	99.9	100.1	100.0	100.1	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 30.262 15 0.0110

X748 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2447	114	2561
1	30.5	29.8	30.5
2	18.0	14.9	17.8
3	4.1	5.3	4.1
4	4.0	3.5	3.9
8	2.7	3.5	2.7
9	40.8	43.0	40.9
TOTAL	100.1	100.0	99.9

STATISTIC VALUE D.F. PROB.  
CHISQUARE 1.430 5 0.9210

X748 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	191	663	687	1040	2581
1	31.9	33.3	30.4	28.4	30.5
2	15.2	14.9	17.3	20.5	17.8
3	2.1	4.5	4.7	4.1	4.2
4	4.7	3.3	3.9	4.1	3.9
8	3.7	3.5	2.5	2.2	2.7
9	42.4	40.4	41.2	40.7	40.9
TOTAL	100.0	99.9	100.0	100.0	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 18.383 15 0.2431

X749 -- WATCH CABLE ONLY:MOVIES W/ COMMERCIALS

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON CABLE ONLY CHANNELS?

MOVIES WITH COMMERCIALS ON CABLE ONLY CHANNELS

- 1 REGULARLY TURN ON THE TV TO WATCH IT
- 2 SOMETIMES WATCH IT-I WATCH IT IF IT HAPPENS TO BE ON WHEN I TURN ON THE TV
- 3 HAVE WATCHED IT ONCE OR TWICE
- 4 HAVE NEVER WATCHED IT
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP
- 9 NO CABLE TV IN HOUSEHOLD: VALID SKIP

SURVEY ITEMS #: A155 B155 C155 D128 TOTAL NPS SURVEYED IS 2,703

X749 BY GENDER

	MALE	FEMALE	TOTAL
N=	2135	440	2575
1	9.0	10.9	9.4
2	27.1	25.7	26.9
3	10.6	9.8	10.5
4	9.8	6.4	9.2
8	2.7	2.7	2.7
9	40.8	44.6	41.4
TOTAL	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	7.795	5	0.1679

X749 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	330	637	1465	143	2575
1	10.0	10.8	8.7	7.7	9.4
2	24.2	28.7	26.8	25.9	26.9
3	9.4	10.5	10.7	9.8	10.5
4	8.8	8.8	9.2	12.6	9.2
8	3.0	1.9	2.5	8.4	2.7
9	44.6	39.3	42.2	35.7	41.4
TOTAL	100.0	100.0	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	28.760	15	0.0173



X749 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1810	579	97	80	2566
1	8.4	12.6	8.3	10.0	9.4
2	28.2	24.5	23.7	16.3	26.9
3	11.0	9.0	8.3	12.5	10.5
4	9.5	8.8	7.2	10.0	9.2
8	3.0	1.6	3.1	3.8	2.7
9	39.9	43.5	49.5	47.5	41.3
TOTAL	100.0	100.0	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	25.555	15	0.0430

X749 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2423	114	2537
1	9.5	7.0	9.4
2	26.8	29.8	27.0
3	10.5	8.8	10.5
4	9.2	7.9	9.2
8	2.7	3.5	2.7
9	41.2	43.0	41.3
TOTAL	99.9	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	1.964	5	0.8541

X749 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	188	655	676	1038	2557
1	11.2	13.1	10.1	6.4	9.4
2	24.5	24.9	27.1	28.4	26.9
3	10.6	9.5	11.0	10.8	10.5
4	6.9	8.1	7.5	11.5	9.2
8	3.7	3.5	2.5	2.2	2.7
9	43.1	40.9	41.9	40.8	41.3
TOTAL	100.0	100.0	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	37.234	15	0.0012

X750 -- WATCH CABLE ONLY: RERUNS OF OLD PROGRAMS

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON CABLE ONLY CHANNELS?

RERUNS OF OLD PROGRAMS ON CABLE ONLY CHANNELS

- 1 REGULARLY TURN ON THE TV TO WATCH IT
- 2 SOMETIMES WATCH IT-I WATCH IT IF IT HAPPENS TO BE ON WHEN I TURN ON THE TV
- 3 HAVE WATCHED IT ONCE OR TWICE
- 4 HAVE NEVER WATCHED IT
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP
- 9 NO CABLE TV IN HOUSEHOLD: VALID SKIP

SURVEY ITEMS #: A155 B155 C155 D128 TOTAL NPS SURVEYED IS 2,703

X750 BY GENDER

	MALE	FEMALE	TOTAL
N=	2136	444	2580
1	9.5	14.4	10.3
2	24.0	20.1	23.3
3	13.7	10.1	13.1
4	9.5	8.6	9.3
8	2.7	2.7	2.7
9	40.7	44.1	41.3
TOTAL	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	16.067	5	0.0067

X750 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	332	639	1464	145	2580
1	9.3	12.4	10.0	6.9	10.3
2	23.8	25.5	22.3	22.1	23.3
3	11.1	12.8	13.5	14.5	13.1
4	8.4	8.3	9.6	13.1	9.3
8	3.0	1.9	2.5	8.3	2.7
9	44.3	39.1	42.2	35.2	41.3
TOTAL	99.9	100.0	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	33.149	15	0.0045

X750 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1812	582	97	80	2571
1	8.9	14.6	10.3	10.0	10.3
2	23.7	24.4	17.5	13.8	23.3
3	15.0	8.4	9.3	8.8	13.1
4	9.5	7.7	10.3	16.3	9.3
8	3.0	1.6	3.1	3.8	2.7
9	39.9	43.3	49.5	47.5	41.2
TOTAL	100.0	100.0	100.0	100.2	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	49.635	15	0.0001

X750 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2427	114	2541
1	10.3	10.5	10.4
2	23.6	18.4	23.4
3	12.8	19.3	13.1
4	9.4	5.3	9.2
8	2.7	3.5	2.7
9	41.2	43.0	41.2
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	7.133	5	0.2110

X750 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	188	658	680	1035	2561
1	11.2	12.0	11.3	8.4	10.3
2	20.7	22.3	23.1	24.6	23.4
3	13.3	11.7	12.9	14.0	13.1
4	8.0	9.7	8.5	9.9	9.3
8	3.7	3.5	2.5	2.2	2.7
9	43.1	40.7	41.6	40.9	41.2
TOTAL	100.0	99.9	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	14.236	15	0.5077

X751 -- WATCH CABLE ONLY:MUSIC VIDEOS (NOT MTV)

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON CABLE ONLY CHANNELS?

MUSIC VIDEOS (NOT INCLUDING MTV) ON CABLE ONLY CHANNELS

- 1 REGULARLY TURN ON THE TV TO WATCH IT
- 2 SOMETIMES WATCH IT-I WATCH IT IF IT HAPPENS TO BE ON WHEN I TURN ON THE TV
- 3 HAVE WATCHED IT ONCE OR TWICE
- 4 HAVE NEVER WATCHED IT
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP
- 9 NO CABLE TV IN HOUSEHOLD: VALID SKIP

SURVEY ITEMS #: A155 B155 C155 D128 TOTAL NPS SURVEYED IS 2,703

X751 BY GENDER

	MALE	FEMALE	TOTAL
N=	2149	443	2592
1	13.9	18.7	14.7
2	20.9	17.8	20.4
3	12.3	9.5	11.8
4	9.7	7.0	9.3
8	2.7	2.7	2.7
9	40.5	44.2	41.1
TOTAL	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	14.346	5	0.0136

X751 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	333	646	1469	144	2592
1	11.1	16.9	14.6	14.6	14.7
2	18.0	22.5	20.5	15.3	20.4
3	14.1	11.6	11.0	16.0	11.8
4	9.6	8.5	9.4	10.4	9.3
8	3.0	1.9	2.5	8.3	2.7
9	44.1	38.7	42.1	35.4	41.1
TOTAL	99.9	100.1	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	36.364	15	0.0016

X751 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1819	584	98	82	2583
1	10.5	27.7	14.3	17.1	14.8
2	22.3	15.4	20.4	14.6	20.4
3	13.7	6.7	10.2	9.8	11.9
4	10.8	5.5	3.1	8.5	9.3
8	3.0	1.5	3.1	3.7	2.7
9	39.7	43.2	49.0	46.3	41.0
TOTAL	100.0	100.0	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	145.270	15	0.0001

X751 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2439	114	2553
1	15.2	7.0	14.9
2	20.4	20.2	20.4
3	11.7	14.0	11.8
4	9.1	12.3	9.2
8	2.7	3.5	2.7
9	41.0	43.0	41.1
TOTAL	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	7.040	5	0.2177

X751 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	190	660	683	1040	2573
1	19.0	21.2	15.4	9.6	14.8
2	18.4	17.3	20.6	22.5	20.4
3	10.0	9.7	12.3	13.2	11.8
4	6.3	7.7	7.8	11.8	9.3
8	3.7	3.5	2.5	2.2	2.7
9	42.6	40.6	41.4	40.7	41.0
TOTAL	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	66.033	15	0.0001

X752      -- WATCH CABLE ONLY:MTV

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
CABLE ONLY CHANNELS?

MTV - ON CABLE ONLY CHANNELS

- 1    REGULARLY TURN ON THE TV TO WATCH IT
- 2    SOMETIMES WATCH IT-I WATCH IT IF IT HAPPENS  
     TO BE ON WHEN I TURN ON THE TV
- 3    HAVE WATCHED IT ONCE OR TWICE
- 4    HAVE NEVER WATCHED IT
- 8    I DON'T REGULARLY WATCH TV: VALID SKIP
- 9    NO CABLE TV IN HOUSEHOLD: VALID SKIP

SURVEY ITEMS #:    A155    B155    C155    D128      TOTAL NPS SURVEYED IS 2,703

X752      BY GENDER

	MALE	FEMALE	TOTAL
N=	2149	441	2590
1	24.8	21.1	24.2
2	17.4	17.2	17.3
3	6.9	7.0	7.0
4	7.7	7.5	7.7
8	2.7	2.7	2.7
9	40.5	44.4	41.2
TOTAL	100.0	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	3.519	5	0.6205

X752      BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	333	643	1466	148	2590
1	15.0	22.6	27.0	23.7	24.2
2	19.5	21.3	15.4	14.9	17.3
3	10.2	7.3	5.8	9.5	7.0
4	8.1	8.1	7.2	9.5	7.7
8	3.0	1.9	2.5	8.1	2.7
9	44.1	38.9	42.2	34.5	41.2
TOTAL	99.9	100.1	100.1	100.2	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	59.961	15	0.0001

## X752 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1820	579	98	84	2581
1	27.1	16.1	19.4	23.8	24.2
2	17.1	18.3	17.4	16.7	17.4
3	5.8	10.7	5.1	7.1	6.9
4	7.3	9.8	6.1	3.6	7.7
8	3.0	1.6	3.1	3.6	2.7
9	39.7	43.5	49.0	45.2	41.1
TOTAL	100.0	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	52.488	15	0.0001

## X752 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2438	113	2551
1	24.8	15.0	24.3
2	17.1	22.1	17.3
3	6.8	8.0	6.9
4	7.7	8.0	7.7
8	2.7	3.5	2.7
9	41.0	43.4	41.1
TOTAL	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	6.474	5	0.2628

## X752 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	191	659	680	1041	2571
1	19.9	23.7	24.7	25.0	24.2
2	22.0	15.5	16.2	18.7	17.5
3	5.8	9.1	7.1	5.6	6.9
4	6.3	7.6	7.9	7.9	7.7
8	3.7	3.5	2.5	2.2	2.7
9	42.4	40.7	41.6	40.6	41.0
TOTAL	100.1	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	18.897	15	0.2184

X753 -- WATCH CABLE ONLY:NEWS

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
CABLE ONLY CHANNELS?

NEWS ON CABLE ONLY CHANNELS

- 1 REGULARLY TURN ON THE TV TO WATCH IT
- 2 SOMETIMES WATCH IT-I WATCH IT IF IT HAPPENS  
TO BE ON WHEN I TURN ON THE TV
- 3 HAVE WATCHED IT ONCE OR TWICE
- 4 HAVE NEVER WATCHED IT
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP
- 9 NO CABLE TV IN HOUSEHOLD: VALID SKIP

SURVEY ITEMS #: A155 B155 C155 D128 TOTAL NPS SURVEYED IS 2,703

X753 BY GENDER

	MALE	FEMALE	TOTAL
N=	2136	441	2577
1	9.2	5.4	8.6
2	19.8	16.3	19.2
3	13.0	16.6	13.6
4	14.6	14.5	14.6
8	2.7	2.7	2.7
9	40.7	44.4	41.4
TOTAL	100.0	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	12.915	5	0.0242

X753 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	332	642	1460	143	2577
1	9.0	10.0	8.0	7.0	8.6
2	21.1	22.0	17.6	18.2	19.2
3	12.7	14.8	13.4	12.6	13.6
4	9.9	12.5	16.2	18.2	14.6
8	3.0	1.9	2.5	8.4	2.7
9	44.3	38.9	42.3	35.7	41.4
TOTAL	100.0	100.1	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	41.542	15	0.0003



X753 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1809	580	98	81	2568
1	8.5	8.8	10.2	8.6	8.6
2	19.5	19.7	12.2	18.5	19.2
3	13.8	12.8	16.3	14.8	13.7
4	15.4	13.8	9.2	7.4	14.5
8	3.0	1.6	3.1	3.7	2.7
9	39.9	43.5	49.0	46.9	41.3
TOTAL	100.1	100.2	100.0	99.9	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 17.197 15 0.3072

X753 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2424	114	2538
1	8.3	13.2	8.6
2	19.3	20.2	19.3
3	13.9	7.9	13.6
4	14.6	12.3	14.5
8	2.7	3.5	2.7
9	41.2	43.0	41.3
TOTAL	100.0	100.1	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 6.655 5 0.2475

X753 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	193	651	679	1035	2558
1	7.3	8.6	7.8	9.5	8.6
2	18.7	17.1	20.5	19.9	19.2
3	16.1	15.1	13.3	12.5	13.6
4	12.4	14.6	14.3	15.1	14.5
8	3.6	3.5	2.5	2.2	2.7
9	42.0	41.2	41.7	40.9	41.2
TOTAL	100.1	100.1	100.1	100.1	99.8

STATISTIC VALUE D.F. PROB.  
CHISQUARE 11.258 15 0.7341

X754 -- WATCH CABLE ONLY: OTHER PROGRAMS

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON CABLE ONLY CHANNELS?

OTHER PROGRAMS ON CABLE ONLY CHANNELS

- 1 REGULARLY TURN ON THE TV TO WATCH IT
- 2 SOMETIMES WATCH IT-I WATCH IT IF IT HAPPENS TO BE ON WHEN I TURN ON THE TV
- 3 HAVE WATCHED IT ONCE OR TWICE
- 4 HAVE NEVER WATCHED IT
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP
- 9 NO CABLE TV IN HOUSEHOLD: VALID SKIP

SURVEY ITEMS #: A155 B155 C155 D128 TOTAL NPS SURVEYED IS 2,703

X754 BY GENDER

	MALE	FEMALE	TOTAL
N=	2136	443	2579
1	13.8	10.4	13.2
2	27.8	26.4	27.5
3	10.0	10.4	10.1
4	5.0	5.9	5.2
8	2.7	2.7	2.7
9	40.7	44.2	41.3
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	5.094	5	0.4046

X754 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	333	638	1464	144	2579
1	9.6	13.3	14.1	11.1	13.2
2	29.7	30.1	26.1	25.7	27.5
3	8.4	10.2	10.2	12.5	10.1
4	5.1	5.3	4.9	6.9	5.2
8	3.0	1.9	2.5	8.3	2.7
9	44.1	39.2	42.2	35.4	41.3
TOTAL	99.9	100.0	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	32.656	15	0.0052

X754 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1811	581	98	80	2570
1	11.3	18.4	16.3	15.0	13.2
2	29.5	23.6	20.4	20.0	27.6
3	10.8	8.1	9.2	10.0	10.1
4	5.4	5.0	2.0	3.8	5.1
8	3.0	1.6	3.1	3.8	2.7
9	39.9	43.4	49.0	47.5	41.3
TOTAL	99.9	100.1	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	40.464	15	0.0004

X754 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2427	113	2540
1	13.4	9.7	13.2
2	27.4	30.1	27.6
3	10.2	8.0	10.1
4	5.2	5.3	5.2
8	2.7	3.5	2.7
9	41.2	43.4	41.3
TOTAL	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	2.317	5	0.8037

X754 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	190	653	678	1040	2561
1	18.4	16.4	14.0	9.9	13.3
2	22.6	25.4	26.1	30.7	27.5
3	9.5	8.6	9.7	11.4	10.1
4	3.2	5.1	5.9	5.1	5.2
8	3.7	3.5	2.5	2.2	2.7
9	42.6	41.0	41.7	40.7	41.2
TOTAL	100.0	100.0	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	33.903	15	0.0035

X534 -- READ MAGAZINE: PEOPLE

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

PEOPLE

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X534 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2063	439	2502	X	DF	P
A	4.3	7.7	4.9	9.115	1	0.0025
B	4.2	4.3	4.2	0.011	1	0.9166
C	15.8	30.8	18.4	53.822	1	0.0001
D	76.4	58.3	73.2	60.341	1	0.0001

X534 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	328	610	1425	139	2502	X	DF	P
A	3.4	5.6	5.3	1.4	4.9	6.404	3	0.0935
B	4.0	4.9	4.1	2.9	4.2	1.424	3	0.7000
C	22.6	23.0	15.7	17.3	18.4	19.476	3	0.0002
D	71.3	67.7	75.4	79.1	73.2	16.112	3	0.0011

## X534 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1756	562	97	78	2493
A	4.0	7.7	4.1	5.1	4.9
B	3.4	6.8	6.2	2.6	4.3
C	15.4	25.4	22.7	29.5	18.4
D	77.9	61.4	67.0	62.8	73.3

2			
X	DF	P	
12.043	3	0.0072	
13.139	3	0.0043	
36.885	3	0.0001	
66.083	3	0.0001	

## X534 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2362	104	2466
A	4.9	4.8	4.9
B	4.3	2.9	4.3
C	18.2	17.3	18.2
D	73.4	76.0	73.5

2			
X	DF	P	
0.002	1	0.9619	
0.502	1	0.4785	
0.054	1	0.8163	
0.343	1	0.5579	

## X534 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	176	639	658	1012	2485
A	5.1	6.1	4.6	4.3	4.9
B	10.8	4.9	4.1	2.9	4.3
C	18.8	20.7	19.3	16.0	18.3
D	65.9	68.7	73.4	77.6	73.4

2			
X	DF	P	
3.100	3	0.3764	
23.813	3	0.0001	
6.402	3	0.0936	
21.272	3	0.0001	

X535 -- READ MAGAZINE: HOT ROD

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

HOT ROD

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X535 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2068	438	2506	X	DF	P
A	9.2	.2	7.7	41.454	1	0.0001
B	4.8	1.6	4.3	9.268	1	0.0023
C	17.8	3.0	15.2	61.365	1	0.0001
D	69.3	95.4	73.9	127.580	1	0.0001

X535 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	324	613	1428	141	2506	X	DF	P
A	2.2	6.2	9.4	9.2	7.7	22.183	3	0.0001
B	1.5	3.9	4.8	6.4	4.3	8.726	3	0.0332
C	6.5	11.3	18.4	19.9	15.2	39.928	3	0.0001
D	90.4	79.5	68.6	65.3	73.9	81.743	3	0.0001

## X535 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1760	562	96	79	2497
A	9.2	3.4	4.2	7.6	7.6
B	4.8	3.2	3.1	1.3	4.3
C	18.2	6.8	11.5	7.6	15.1
D	69.2	86.7	81.3	83.5	74.1

2			
X	DF	P	
21.837	3	0.0001	
4.948	3	0.1757	
48.576	3	0.0001	
74.265	3	0.0001	

## X535 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2363	106	2469
A	7.8	4.7	7.7
B	4.3	3.8	4.3
C	15.4	10.4	15.2
D	73.6	82.1	73.9

2			
X	DF	P	
1.352	1	0.2449	
0.073	1	0.7873	
1.961	1	0.1614	
3.824	1	0.0505	

## X535 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	178	639	664	1006	2487
A	14.0	7.7	8.4	5.9	7.6
B	6.7	5.5	4.2	3.2	4.3
C	18.0	14.4	17.8	13.0	15.0
D	61.2	73.4	70.5	79.2	74.1

2			
X	DF	P	
15.504	3	0.0014	
7.799	3	0.0503	
8.507	3	0.0366	
33.813	3	0.0001	

X536 -- READ MAGAZINE: SPORTS AFIELD

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

SPORTS AFIELD

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X536 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2059	435	2494	X	DF	P
A	6.4	.9	5.5	21.005	1	0.0001
B	4.6	.7	3.9	14.650	1	0.0001
C	10.6	1.4	9.0	37.494	1	0.0001
D	79.0	97.2	82.2	81.493	1	0.0001

X536 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	323	611	1421	139	2494	X	DF	P
A	1.9	5.7	6.2	5.0	5.5	9.744	3	0.0209
B	2.2	3.3	4.6	4.3	3.9	4.974	3	0.1737
C	7.1	7.9	9.9	9.4	9.0	3.857	3	0.2773
D	88.9	84.3	79.9	81.3	82.2	16.929	3	0.0007



## X536 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1753	558	97	77	2485
A	5.5	5.6	5.2	5.2	5.5
B	3.9	4.5	1.0	3.9	3.9
C	10.5	5.2	9.3	2.6	9.0
D	80.7	85.5	84.5	88.3	82.2

	2		
X	DF	P	
0.038	3	0.9981	
2.597	3	0.4580	
18.482	3	0.0003	
9.057	3	0.0285	

## X536 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2354	104	2458
A	5.6	1.9	5.5
B	4.0	2.9	4.0
C	9.1	6.7	9.0
D	81.9	88.5	82.2

	2		
X	DF	P	
2.623	1	0.1053	
0.345	1	0.5571	
0.678	1	0.4103	
2.925	1	0.0872	

## X536 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	177	627	662	1011	2477
A	15.3	6.1	5.1	3.6	5.5
B	6.2	4.6	4.7	2.7	4.0
C	7.3	7.5	11.5	8.6	9.0
D	73.5	82.3	79.0	85.8	82.2

	2		
X	DF	P	
40.599	3	0.0001	
8.431	3	0.0379	
7.487	3	0.0579	
22.635	3	0.0001	

X537 -- READ MAGAZINE: OMNI

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

OMNI

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X537 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2048	435	2483	X	DF	P
A	3.0	.7	2.6	7.691	1	0.0055
B	2.3	1.4	2.2	1.569	1	0.2104
C	9.8	6.9	9.3	3.514	1	0.0609
D	85.4	91.3	86.4	10.667	1	0.0011

X537 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	324	611	1411	137	2483	X	DF	P
A	2.2	2.5	2.5	5.8	2.6	6.011	3	0.1111
B	2.2	3.0	1.8	2.9	2.2	3.143	3	0.3701
C	11.1	11.6	7.9	8.0	9.3	8.553	3	0.0359
D	84.9	83.5	88.2	84.7	86.4	9.184	3	0.0269

X537 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1744	557	96	77	2474
A	2.5	2.7	4.2	.0	2.6
B	1.8	1.8	8.3	6.5	2.2
C	9.5	7.2	10.4	16.9	9.3
D	86.8	88.5	77.1	76.6	86.5

2			
X	DF	P	
3.080	3	0.3795	
25.444	3	0.0001	
8.484	3	0.0370	
15.702	3	0.0013	

X537 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2343	104	2447
A	2.5	2.9	2.5
B	2.1	2.9	2.2
C	9.1	8.7	9.1
D	86.7	86.5	86.7

2			
X	DF	P	
0.054	1	0.8160	
0.265	1	0.6069	
0.023	1	0.8793	
0.002	1	0.9660	

X537 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	173	628	655	1010	2466
A	3.5	1.9	2.3	3.0	2.6
B	4.1	2.4	1.2	2.4	2.2
C	7.5	5.6	10.2	11.2	9.3
D	85.0	90.3	86.4	84.4	86.5

2			
X	DF	P	
2.511	3	0.4734	
5.931	3	0.1150	
16.008	3	0.0011	
11.999	3	0.0074	

X538 -- READ MAGAZINE: POPULAR MECHANICS

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

POPULAR MECHANICS

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X538 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2049	437	2486	X	DF	P
A	5.9	.9	5.0	18.781	1	0.0001
B	6.3	5.3	6.1	0.611	1	0.4344
C	14.7	3.0	12.7	45.047	1	0.0001
D	73.7	90.9	76.7	59.311	1	0.0001

X538 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	323	608	1416	139	2486	X	DF	P
A	2.8	3.8	6.1	5.0	5.0	8.614	3	0.0349
B	4.6	4.8	6.9	7.2	6.1	4.772	3	0.1893
C	9.0	11.7	13.3	19.4	12.7	10.721	3	0.0133
D	83.9	80.1	74.3	69.8	76.7	21.615	3	0.0001

X538 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1751	554	96	76	2477
A	5.6	3.3	7.3	.0	5.0
B	6.7	4.5	3.1	6.6	6.1
C	14.7	6.9	7.3	13.2	12.6
D	73.7	85.4	82.3	80.3	76.9

2		
X	DF	P
10.009	3	0.0185
5.012	3	0.1710
25.926	3	0.0001
34.351	3	0.0001

X538 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2344	105	2449
A	5.0	3.8	5.0
B	6.1	3.8	6.0
C	12.5	15.2	12.6
D	76.9	77.1	76.9

2		
X	DF	P
0.318	1	0.5726
0.964	1	0.3262
0.707	1	0.4005
0.004	1	0.9496

X538 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	173	630	661	1005	2469
A	9.3	3.7	5.9	4.4	4.9
B	7.5	5.6	6.7	5.8	6.1
C	15.6	11.9	14.2	11.4	12.6
D	67.6	79.1	73.8	79.1	76.9

2		
X	DF	P
11.039	3	0.0115
1.481	3	0.6868
4.497	3	0.2125
16.252	3	0.0010

X539 -- READ MAGAZINE: EBONY

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

EBONY

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X539 BY GENDER

	MALE	FEMALE	TOTAL			
N=	2050	438	2488	2		
				X	DF	P
A	7.8	17.6	9.5	40.566	1	0.0001
B	4.7	12.6	6.1	38.528	1	0.0001
C	4.0	10.3	5.1	30.008	1	0.0001
D	84.1	62.8	80.3	103.170	1	0.0001

X539 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL			
N=	324	611	1414	139	2488	2		
						X	DF	P
A	15.1	13.1	7.4	2.2	9.5	37.425	3	0.0001
B	3.7	10.0	5.2	4.3	6.1	22.246	3	0.0001
C	7.4	8.8	3.0	4.3	5.1	34.855	3	0.0001
D	74.1	70.1	85.3	89.2	80.3	77.772	3	0.0001

X539 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1738	570	95	76	2479
A	.4	39.8	1.1	1.3	9.5
B	.3	25.3	.0	4.0	6.1
C	1.0	17.0	8.4	2.6	5.0
D	98.3	21.9	90.5	93.4	80.3

2			
X	DF	P	
794.419	3	0.0001	
472.446	3	0.0001	
232.176	3	0.0001	
600.314	3	0.0001	

X539 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2347	105	2452
A	9.5	11.4	9.5
B	6.2	2.9	6.0
C	4.9	5.7	5.0
D	80.4	81.0	80.4

2			
X	DF	P	
0.452	1	0.5015	
1.954	1	0.1621	
0.127	1	0.7220	
0.019	1	0.8891	

X539 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	175	632	658	1006	2471
A	21.1	16.3	8.4	3.8	9.4
B	10.3	12.0	5.6	2.1	6.2
C	5.1	7.6	6.1	2.8	5.1
D	65.1	65.5	81.0	91.9	80.3

2			
X	DF	P	
101.536	3	0.0001	
72.052	3	0.0001	
20.738	3	0.0001	
198.116	3	0.0001	

X540 -- READ MAGAZINE: TV GUIDE

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

TV GUIDE

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X540 BY GENDER

	MALE	FEMALE	TOTAL
N=	2058	439	2497
A	15.0	20.3	15.9
B	11.1	13.9	11.6
C	14.0	21.2	15.3
D	60.9	47.6	58.6

2		
X	DF	P
7.622	1	0.0058
2.700	1	0.1003
14.242	1	0.0002
26.278	1	0.0001

X540 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	325	609	1424	139	2497
A	13.2	16.3	16.5	14.4	15.9
B	9.9	11.3	12.1	12.2	11.6
C	18.8	17.1	13.8	15.1	15.3
D	60.0	56.7	59.0	59.0	58.6

2		
X	DF	P
2.414	3	0.4910
1.388	3	0.7083
7.100	3	0.0688
1.311	3	0.7264



X540 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1752	563	95	78	2488
A	13.1	24.7	14.7	16.7	15.9
B	11.0	13.9	11.6	10.3	11.7
C	13.5	21.9	19.0	6.4	15.4
D	63.6	41.7	55.8	66.7	58.5

2			
X	DF	P	
43.194	3	0.0001	
3.488	3	0.3223	
28.793	3	0.0001	
86.631	3	0.0001	

X540 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2356	105	2461
A	15.8	19.1	16.0
B	11.7	9.5	11.6
C	15.1	16.2	15.2
D	58.7	57.1	58.7

2			
X	DF	P	
0.775	1	0.3788	
0.453	1	0.5008	
0.091	1	0.7627	
0.106	1	0.7445	

X540 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	175	636	658	1011	2480
A	19.4	19.3	17.8	11.8	15.9
B	12.0	12.4	11.4	11.4	11.7
C	13.1	18.4	15.7	13.5	15.3
D	56.0	50.8	57.6	64.5	58.6

2			
X	DF	P	
21.945	3	0.0001	
0.497	3	0.9195	
8.068	3	0.0446	
31.212	3	0.0001	

X541 -- READ MAGAZINE: MOTOR TREND

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

MOTOR TREND

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X541 BY GENDER

	MALE	FEMALE	TOTAL
N=	2047	437	2484
A	7.9	.5	6.6
B	3.9	1.4	3.5
C	15.4	2.1	13.1
D	73.4	96.1	77.4

2		
X	DF	P
32.469	1	0.0001
6.925	1	0.0085
56.673	1	0.0001
105.998	1	0.0001

X541 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	325	606	1418	135	2484
A	4.6	5.0	7.8	5.9	6.6
B	.6	4.0	3.9	3.7	3.5
C	10.2	10.9	14.1	19.3	13.1
D	84.9	80.9	74.8	71.9	77.4

2		
X	DF	P
8.317	3	0.0399
9.090	3	0.0281
10.842	3	0.0126
22.724	3	0.0001

X541 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1743	560	95	77	2475
A	7.3	4.6	5.3	5.2	6.6
B	3.4	3.9	2.1	2.6	3.5
C	14.7	7.9	10.5	14.3	13.0
D	75.3	83.8	82.1	77.9	77.6

2			
X	DF	P	
5.363	3	0.1471	
1.057	3	0.7874	
18.144	3	0.0004	
18.451	3	0.0004	

X541 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2344	104	2448
A	6.7	2.9	6.6
B	3.5	2.9	3.5
C	13.3	7.7	13.0
D	77.1	87.5	77.5

2			
X	DF	P	
2.410	1	0.1206	
0.112	1	0.7380	
2.732	1	0.0984	
6.237	1	0.0125	

X541 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	175	629	656	1007	2467
A	9.7	5.3	7.6	6.2	6.6
B	5.1	4.0	3.8	2.7	3.5
C	14.3	11.5	14.5	12.6	12.9
D	70.9	79.8	74.7	79.3	77.6

2			
X	DF	P	
6.079	3	0.1078	
4.018	3	0.2595	
3.008	3	0.3903	
11.090	3	0.0112	

X542 -- READ MAGAZINE: SPORTS ILLUSTRATED

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

SPORTS ILLUSTRATED

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X542 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2057	437	2494	X	DF	P
A	18.5	6.2	16.3	39.898	1	0.0001
B	11.5	6.0	10.6	11.862	1	0.0006
C	20.6	13.5	19.4	11.672	1	0.0006
D	50.8	75.5	55.1	89.322	1	0.0001

X542 BY HIGHEST EDUCATION

	POST	HSOG	HSST	NHSG	TOTAL	2		
N=	324	611	1421	138	2494	X	DF	P
A	16.4	18.7	16.1	8.0	16.3	9.534	3	0.0230
B	10.8	10.2	10.8	8.7	10.6	0.754	3	0.8603
C	18.2	19.6	19.9	15.2	19.4	2.102	3	0.5514
D	56.2	53.2	54.4	68.1	55.1	10.783	3	0.0130

X542 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1753	561	94	77	2485
A	13.0	27.5	12.8	18.2	16.4
B	9.9	13.4	8.5	9.1	10.6
C	19.3	19.8	19.2	18.2	19.4
D	59.2	41.2	59.6	54.6	55.0

2			
X	DF	P	
66.349	3	0.0001	
6.154	3	0.1044	
0.143	3	0.9862	
56.687	3	0.0001	

X542 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2354	104	2458
A	16.7	8.7	16.4
B	10.5	13.5	10.6
C	19.5	13.5	19.3
D	54.7	64.4	55.1

2			
X	DF	P	
4.708	1	0.0300	
0.925	1	0.3362	
2.365	1	0.1241	
3.827	1	0.0504	

X542 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	175	631	659	1011	2476
A	27.4	17.9	14.9	14.2	16.3
B	15.4	10.8	11.2	9.1	10.5
C	16.6	18.5	22.2	18.4	19.3
D	42.3	53.9	53.1	59.6	55.2

2			
X	DF	P	
21.226	3	0.0001	
7.028	3	0.0710	
5.045	3	0.1685	
21.482	3	0.0001	

X543 -- READ MAGAZINE: MECHANIX ILLUSTRATED

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

MECHANIX ILLUSTRATED

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X543 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2038	435	2473	X	DF	P
A	3.7	.7	3.2	10.495	1	0.0012
B	3.3	2.1	3.1	1.910	1	0.1670
C	9.1	1.8	7.8	26.105	1	0.0001
D	84.4	95.4	86.3	37.037	1	0.0001

X543 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	320	605	1412	136	2473	X	DF	P
A	1.6	3.0	3.5	3.7	3.2	3.531	3	0.3168
B	2.2	3.3	3.1	5.2	3.1	2.870	3	0.4121
C	3.1	6.5	9.1	11.0	7.8	16.735	3	0.0008
D	93.4	87.9	84.6	80.2	86.3	23.110	3	0.0001

X543 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1740	552	95	77	2464
A	3.7	1.8	3.2	1.3	3.2
B	2.8	4.0	2.1	3.9	3.1
C	8.9	4.7	6.3	5.2	7.8
D	85.1	89.7	88.4	89.6	86.4

2			
X	DF	P	
5.668	3	0.1289	
2.393	3	0.4950	
11.373	3	0.0099	
8.688	3	0.0337	

X543 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2333	103	2436
A	3.2	3.9	3.2
B	3.0	3.9	3.1
C	7.6	7.8	7.6
D	86.5	84.5	86.5

2			
X	DF	P	
0.161	1	0.6881	
0.233	1	0.6290	
0.003	1	0.9590	
0.363	1	0.5471	

X543 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	174	624	656	1002	2456
A	5.2	2.7	3.2	3.0	3.1
B	4.0	4.2	3.2	2.2	3.1
C	9.8	7.9	7.9	7.2	7.7
D	82.2	85.6	85.7	88.1	86.4

2			
X	DF	P	
2.800	3	0.4235	
5.617	3	0.1318	
1.479	3	0.6871	
5.823	3	0.1206	

X544 -- READ MAGAZINE: TIME

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

TIME

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X544 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2057	439	2496	X	DF	P
A	13.5	11.2	13.1	1.692	1	0.1933
B	11.1	14.1	11.6	3.254	1	0.0713
C	19.7	22.3	20.2	1.501	1	0.2205
D	57.1	55.4	56.8	0.461	1	0.4970

X544 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	329	609	1419	139	2496	X	DF	P
A	14.3	14.6	12.5	9.4	13.1	3.843	3	0.2789
B	15.5	11.7	11.1	7.2	11.6	7.805	3	0.0502
C	22.5	24.0	18.1	19.4	20.2	10.348	3	0.0158
D	49.5	51.9	59.9	64.0	56.8	21.570	3	0.0001



## X544 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1751	559	97	80	2487
A	11.5	16.1	18.6	15.0	13.0
B	10.6	12.9	12.4	25.0	11.7
C	19.6	22.0	19.6	21.3	20.2
D	60.0	50.5	51.6	41.3	56.9

2		
X	DF	P
11.030	3	0.0116
16.506	3	0.0009
1.612	3	0.6567
25.324	3	0.0001

## X544 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2356	103	2459
A	13.1	10.7	13.0
B	11.6	12.6	11.7
C	19.8	22.3	19.9
D	57.1	57.3	57.1

2		
X	DF	P
0.501	1	0.4792
0.094	1	0.7590
0.389	1	0.5327
0.001	1	0.9758

## X544 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	178	634	656	1011	2479
A	15.7	12.2	11.3	14.1	13.0
B	14.0	11.5	10.5	12.1	11.7
C	14.6	20.5	21.5	19.9	20.1
D	56.7	56.8	58.2	56.4	57.0

2		
X	DF	P
4.284	3	0.2324
1.989	3	0.5746
4.235	3	0.2372
0.582	3	0.9006

X545 -- READ MAGAZINE: NEWSWEEK

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

NEWSWEEK

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X545 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2057	438	2495	X	DF	P
A	9.8	7.3	9.3	2.593	1	0.1074
B	7.0	7.8	7.1	0.317	1	0.5737
C	16.5	19.6	17.1	2.460	1	0.1168
D	67.7	66.2	67.4	0.351	1	0.5535

X545 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	327	609	1418	141	2495	X	DF	P
A	10.7	9.4	9.5	4.3	9.3	5.078	3	0.1661
B	11.0	5.9	7.1	4.3	7.1	10.564	3	0.0143
C	22.0	20.9	15.0	9.9	17.1	21.095	3	0.0001
D	57.5	65.0	69.3	81.6	67.4	31.433	3	0.0001

X545 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1752	562	95	77	2486
A	8.4	10.9	14.7	10.4	9.3
B	7.0	6.8	7.4	14.3	7.2
C	15.8	20.3	15.8	24.7	17.1
D	69.9	62.6	63.2	52.0	67.5

2		
X	DF	P
6.790	3	0.0789
6.124	3	0.1057
9.310	3	0.0254
20.035	3	0.0002

X545 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2354	104	2458
A	9.5	4.8	9.3
B	7.1	7.7	7.1
C	16.8	21.2	17.0
D	67.6	67.3	67.6

2		
X	DF	P
2.576	1	0.1085
0.062	1	0.8032
1.324	1	0.2499
0.005	1	0.9453

X545 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	174	635	660	1007	2476
A	10.9	9.1	7.4	10.2	9.3
B	6.9	6.1	6.5	8.3	7.2
C	13.8	16.5	17.7	17.5	17.0
D	68.4	69.0	69.4	65.1	67.5

2		
X	DF	P
4.358	3	0.2253
3.520	3	0.3181
1.769	3	0.6218
4.320	3	0.2289

X546 -- READ MAGAZINE: JET

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

JET

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X546 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2052	437	2489	X	DF	P
A	8.3	15.8	9.6	22.989	1	0.0001
B	4.3	9.8	5.3	21.721	1	0.0001
C	4.9	10.3	5.9	18.853	1	0.0001
D	83.0	65.9	80.0	66.208	1	0.0001

X546 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	324	608	1419	138	2489	X	DF	P
A	13.6	14.1	7.5	2.2	9.6	35.942	3	0.0001
B	4.6	8.9	4.2	2.9	5.3	21.090	3	0.0001
C	8.6	7.2	4.4	8.0	5.9	12.926	3	0.0048
D	73.5	71.6	84.5	87.0	80.0	57.999	3	0.0001

## X546 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1739	571	94	76	2480
A	.6	39.9	.0	1.3	9.7
B	.4	21.9	.0	1.3	5.3
C	1.9	18.0	5.3	5.3	5.9
D	97.2	23.5	94.7	92.1	80.0

	2		
X	DF	P	
776.776	3	0.0001	
404.270	3	0.0001	
203.537	3	0.0001	
483.195	3	0.0001	

## X546 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2348	105	2453
A	9.7	10.5	9.7
B	5.3	3.8	5.2
C	5.6	8.6	5.8
D	80.2	78.1	80.2

	2		
X	DF	P	
0.067	1	0.7957	
0.440	1	0.5071	
1.614	1	0.2039	
0.290	1	0.5901	

## X546 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	173	634	662	1001	2470
A	22.5	16.4	8.5	3.9	9.6
B	6.9	10.6	5.6	1.6	5.3
C	6.9	8.7	7.6	2.8	5.9
D	64.7	65.5	79.5	92.2	80.0

	2		
X	DF	P	
105.381	3	0.0001	
62.909	3	0.0001	
29.881	3	0.0001	
202.340	3	0.0001	

X547 -- READ MAGAZINE: CAR & DRIVER

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

CAR & DRIVER

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X547 BY GENDER

	MALE	FEMALE	TOTAL
N=	2051	437	2488
A	7.9	1.1	6.7
B	3.1	.9	2.7
C	15.4	1.6	12.9
D	74.2	96.3	78.1

2		
X	DF	P
26.014	1	0.0001
6.392	1	0.0115
60.506	1	0.0001
103.140	1	0.0001

X547 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	323	605	1421	139	2488
A	2.8	5.5	8.0	7.2	6.7
B	1.6	2.6	3.1	1.4	2.7
C	10.8	11.2	13.8	16.6	12.9
D	85.1	81.0	75.6	74.8	78.1

2		
X	DF	P
13.495	3	0.0037
3.338	3	0.3423
5.344	3	0.1483
18.460	3	0.0004

X547 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1747	561	94	77	2479
A	6.8	6.2	6.4	6.5	6.7
B	2.8	2.7	1.1	3.9	2.7
C	14.7	8.2	7.5	13.0	12.9
D	76.4	82.9	85.1	76.6	78.2

2			
X	DF	P	
0.240	3	0.9709	
1.392	3	0.7073	
18.338	3	0.0004	
13.434	3	0.0038	

X547 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2345	107	2452
A	6.8	3.7	6.7
B	2.7	3.7	2.7
C	13.0	10.3	12.9
D	77.9	84.1	78.1

2			
X	DF	P	
1.526	1	0.2167	
0.426	1	0.5140	
0.677	1	0.4105	
2.336	1	0.1264	

X547 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	172	629	662	1006	2469
A	11.1	5.9	7.7	5.8	6.7
B	3.5	3.3	2.0	2.7	2.7
C	11.1	10.3	14.8	13.3	12.8
D	74.4	80.6	75.7	79.0	78.2

2			
X	DF	P	
8.363	3	0.0391	
2.735	3	0.4343	
6.527	3	0.0886	
6.446	3	0.0918	

X548 -- READ MAGAZINE: SPORT

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

SPORT

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X548 BY GENDER

	MALE	FEMALE	TOTAL
N=	2044	437	2481
A	9.5	3.2	8.4
B	4.1	1.6	3.6
C	11.3	3.0	9.8
D	75.5	92.5	78.5

2		
X	DF	P
18.530	1	0.0001
6.226	1	0.0126
28.149	1	0.0001
61.035	1	0.0001

X548 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	321	606	1417	137	2481
A	7.5	9.4	8.7	2.9	8.4
B	4.4	3.6	3.6	2.2	3.6
C	8.7	10.9	9.4	12.4	9.8
D	79.8	76.6	78.7	82.5	78.5

2		
X	DF	P
6.656	3	0.0837
1.308	3	0.7273
2.556	3	0.4653
2.956	3	0.3985



## X548 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1742	560	94	76	2472
A	5.6	17.1	6.4	10.5	8.4
B	2.8	6.1	5.3	4.0	3.6
C	9.4	10.5	9.6	14.5	9.8
D	82.5	66.8	79.8	71.1	78.5

2			
X	DF	P	
73.886	3	0.0001	
14.098	3	0.0028	
2.510	3	0.4735	
64.518	3	0.0001	

## X548 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2341	104	2445
A	8.5	6.7	8.4
B	3.7	2.9	3.7
C	9.9	4.8	9.7
D	78.3	85.6	78.6

2			
X	DF	P	
0.387	1	0.5340	
0.194	1	0.6594	
2.923	1	0.0873	
3.136	1	0.0766	

## X548 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	171	630	661	1000	2462
A	22.8	10.0	7.9	5.2	8.4
B	5.3	4.4	3.9	2.7	3.7
C	14.0	10.8	10.7	7.7	9.8
D	57.9	75.2	77.8	84.7	78.6

2			
X	DF	P	
61.994	3	0.0001	
5.106	3	0.1642	
9.864	3	0.0198	
70.103	3	0.0001	

X549 -- READ MAGAZINE: LIFE

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

LIFE

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X549 BY GENDER

	MALE	FEMALE	TOTAL
N=	2039	435	2474
A	4.9	5.8	5.1
B	4.0	2.5	3.7
C	13.2	18.4	14.1
D	78.2	73.6	77.4

2		
X	DF	P
0.531	1	0.4663
2.087	1	0.1485
7.995	1	0.0047
4.454	1	0.0348

X549 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	320	604	1413	137	2474
A	4.1	5.6	5.1	4.4	5.1
B	1.9	4.3	4.0	2.2	3.7
C	16.3	16.4	12.5	15.3	14.1
D	77.8	74.2	78.6	78.1	77.4

2		
X	DF	P
1.207	3	0.7513
4.904	3	0.1790
6.894	3	0.0753
4.884	3	0.1805

X549 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1739	557	93	76	2465
A	3.4	9.2	6.5	10.5	5.0
B	3.2	5.4	4.3	4.0	3.7
C	13.4	16.9	15.1	7.9	14.1
D	80.4	68.8	74.2	77.6	77.4

2		
X	DF	P
34.807	3	0.0001
5.903	3	0.1164
6.745	3	0.0805
33.250	3	0.0001

X549 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2335	103	2438
A	5.1	2.9	5.0
B	3.8	2.9	3.7
C	13.9	13.6	13.9
D	77.5	80.6	77.7

2		
X	DF	P
0.990	1	0.3198
0.201	1	0.6537
0.009	1	0.9254
0.534	1	0.4648

X549 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	173	627	657	998	2455
A	8.1	6.1	4.4	4.1	5.0
B	5.8	4.5	3.4	3.2	3.8
C	14.5	14.7	16.1	12.1	14.0
D	71.7	75.0	76.1	81.2	77.6

2		
X	DF	P
7.150	3	0.0673
3.979	3	0.2638
5.662	3	0.1293
14.116	3	0.0028

X550 -- READ MAGAZINE: FIELD AND STREAM

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

FIELD AND STREAM

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X550 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2055	435	2490	X	DF	P
A	8.4	1.6	7.2	24.821	1	0.0001
B	7.3	4.6	6.8	3.994	1	0.0457
C	14.0	2.8	12.1	42.924	1	0.0001
D	71.3	91.5	74.8	77.790	1	0.0001

X550 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	318	607	1423	142	2490	X	DF	P
A	1.6	4.8	9.4	8.5	7.2	31.084	3	0.0001
B	2.2	5.3	8.5	6.3	6.8	19.443	3	0.0002
C	7.6	9.1	13.4	21.1	12.1	24.772	3	0.0001
D	88.7	81.9	69.8	64.1	74.8	76.327	3	0.0001

X550 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1752	558	94	77	2481
A	8.8	2.7	6.4	5.2	7.2
B	8.2	3.6	3.2	3.9	6.8
C	14.7	5.4	5.3	5.2	12.0
D	69.5	88.7	85.1	85.7	74.9

2			
X	DF	P	
24.140	3	0.0001	
17.162	3	0.0007	
42.950	3	0.0001	
94.119	3	0.0001	

X550 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2349	104	2453
A	7.4	5.8	7.3
B	7.0	3.9	6.9
C	11.9	11.5	11.9
D	74.6	79.8	74.9

2			
X	DF	P	
0.375	1	0.5404	
1.535	1	0.2154	
0.014	1	0.9064	
1.420	1	0.2335	

X550 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	174	632	663	1002	2471
A	8.1	7.6	9.2	5.6	7.2
B	6.9	6.8	6.5	7.0	6.8
C	11.5	11.7	13.9	10.9	11.9
D	74.1	74.8	71.6	77.3	74.9

2			
X	DF	P	
8.145	3	0.0431	
0.161	3	0.9837	
3.504	3	0.3203	
6.727	3	0.0811	

X551 -- READ MAGAZINE: POPULAR SCIENCE

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

POPULAR SCIENCE

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X551 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2047	436	2483	X	DF	P
A	5.0	1.4	4.4	11.444	1	0.0007
B	5.0	3.7	4.8	1.369	1	0.2419
C	11.7	5.5	10.6	14.635	1	0.0001
D	79.0	89.7	80.9	26.527	1	0.0001

X551 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	322	605	1415	141	2483	X	DF	P
A	4.7	3.1	5.0	3.6	4.4	3.591	3	0.3092
B	3.7	3.6	5.7	2.8	4.8	6.096	3	0.1071
C	9.3	9.9	10.7	16.3	10.6	5.701	3	0.1271
D	82.9	84.1	79.4	77.3	80.9	8.269	3	0.0408

X551 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1745	559	94	76	2474
A	4.4	3.4	10.6	2.6	4.4
B	5.2	3.8	2.1	5.3	4.8
C	11.5	7.9	12.8	5.3	10.6
D	79.7	85.3	74.5	86.8	81.0

2			
X	DF	P	
10.667	3	0.0137	
3.510	3	0.3195	
8.726	3	0.0332	
13.130	3	0.0044	

X551 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2342	104	2446
A	4.5	1.9	4.4
B	4.8	4.8	4.8
C	10.4	10.6	10.4
D	81.0	82.7	81.1

2			
X	DF	P	
1.599	1	0.2061	
0.000	1	0.9905	
0.004	1	0.9475	
0.186	1	0.6662	

X551 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	173	629	660	1002	2464
A	3.5	3.5	4.2	5.2	4.4
B	6.9	3.2	4.6	5.5	4.8
C	9.3	8.4	12.3	11.0	10.6
D	80.9	85.1	79.4	79.4	81.0

2			
X	DF	P	
3.109	3	0.3752	
6.529	3	0.0885	
5.586	3	0.1336	
9.397	3	0.0245	

X552 -- READ MAGAZINE: READER'S DIGEST

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

READER'S DIGEST

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X552 BY GENDER

N=	MALE	FEMALE	TOTAL	2		
	2048	436	2484	X	DF	P
A	8.0	10.1	8.3	2.141	1	0.1435
B	12.1	14.0	12.4	1.168	1	0.2798
C	8.5	12.6	9.3	7.086	1	0.0078
D	72.8	64.7	71.3	11.463	1	0.0007

X552 BY HIGHEST EDUCATION

N=	POST	HSDG	HSST	NHSG	TOTAL	2		
	322	608	1414	140	2484	X	DF	P
A	10.6	7.7	8.4	5.7	8.3	3.635	3	0.3037
B	11.2	9.5	14.8	4.3	12.4	20.825	3	0.0001
C	14.0	10.0	7.8	10.0	9.3	12.734	3	0.0052
D	65.8	73.4	70.8	80.7	71.3	12.198	3	0.0067



## X552 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1748	557	92	78	2475
A	8.3	8.1	6.5	12.8	8.3
B	14.0	8.8	10.9	6.4	12.5
C	8.0	11.0	13.0	19.2	9.2
D	71.4	72.4	70.7	64.1	71.4

2			
X	DF	P	
2.504	3	0.4745	
13.537	3	0.0036	
16.015	3	0.0011	
2.302	3	0.5122	

## X552 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2343	104	2447
A	8.5	4.8	8.3
B	12.4	9.6	12.3
C	9.0	11.5	9.1
D	71.5	75.0	71.6

2			
X	DF	P	
1.737	1	0.1875	
0.726	1	0.3942	
0.771	1	0.3798	
0.604	1	0.4371	

## X552 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	173	628	660	1004	2465
A	7.5	7.2	5.8	10.9	8.3
B	6.9	9.2	12.7	15.3	12.5
C	11.6	9.9	9.2	8.4	9.2
D	74.6	74.5	73.0	67.6	71.3

2			
X	DF	P	
15.401	3	0.0015	
18.448	3	0.0004	
2.328	3	0.5071	
11.669	3	0.0086	

X553 -- READ MAG:READER'S DIGEST SPANISH LANG.

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

READER'S DIGEST-SPANISH LANGUAGE

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X553 BY GENDER

	MALE	FEMALE	TOTAL
N=	2033	432	2465
A	.9	.5	.8
B	.7	.0	.6
C	1.5	1.2	1.4
D	97.1	98.4	97.3

2		
X	DF	P
0.790	1	0.3741
3.207	1	0.0733
0.258	1	0.6116
2.387	1	0.1224

X553 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	320	602	1408	135	2465
A	1.3	.7	.7	1.5	.8
B	.9	.5	.6	.0	.6
C	1.6	1.7	1.1	3.0	1.4
D	96.6	97.2	97.7	95.6	97.3

2		
X	DF	P
1.859	3	0.6022
1.542	3	0.6726
3.402	3	0.3337
2.920	3	0.4042

X553 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1733	557	94	72	2456
A	.3	1.4	6.4	1.4	.8
B	.3	.7	5.3	1.4	.6
C	1.0	1.8	6.4	1.4	1.4
D	98.5	96.2	81.9	95.8	97.3

2			
X	DF	P	
44.983	3	0.0001	
38.118	3	0.0001	
18.834	3	0.0003	
96.229	3	0.0001	

X553 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2328	103	2431
A	.8	1.0	.8
B	.6	.0	.6
C	1.3	3.9	1.4
D	97.4	95.2	97.3

2			
X	DF	P	
0.029	1	0.8649	
0.623	1	0.4299	
4.527	1	0.0334	
1.864	1	0.1722	

X553 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	171	625	656	995	2447
A	2.3	1.4	.6	.3	.8
B	.0	1.3	.5	.4	.6
C	4.1	1.8	1.7	.6	1.4
D	94.2	95.5	97.6	98.7	97.3

2			
X	DF	P	
11.489	3	0.0094	
6.607	3	0.0855	
14.198	3	0.0026	
21.208	3	0.0001	

X554 -- READ MAGAZINE: DISCOVER

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

DISCOVER

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X554 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2041	433	2474	X	DF	P
A	2.9	1.6	2.7	2.233	1	0.1351
B	3.3	2.1	3.1	1.860	1	0.1726
C	7.8	6.2	7.5	1.242	1	0.2651
D	86.5	90.5	87.2	5.255	1	0.0219

X554 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	322	607	1409	136	2474	X	DF	P
A	2.5	2.5	2.7	3.7	2.7	0.670	3	0.8803
B	2.8	2.6	3.4	2.9	3.1	0.982	3	0.8055
C	10.3	6.9	7.2	7.4	7.5	4.019	3	0.2594
D	85.7	88.5	87.0	86.8	87.2	1.577	3	0.6646

## X554 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1738	559	93	75	2465
A	2.7	2.2	3.2	5.3	2.7
B	3.1	2.7	4.3	4.0	3.1
C	7.8	5.9	8.6	10.7	7.5
D	86.9	89.5	83.9	82.7	87.3

2		
X	DF	P
2.747	3	0.4324
0.975	3	0.8073
3.491	3	0.3219
4.948	3	0.1757

## X554 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2335	104	2439
A	2.8	.0	2.7
B	3.0	4.8	3.0
C	7.5	5.8	7.4
D	87.3	89.4	87.4

2		
X	DF	P
2.974	1	0.0846
1.162	1	0.2811
0.412	1	0.5208
0.399	1	0.5276

## X554 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	174	624	657	1000	2455
A	3.5	1.8	2.9	3.0	2.7
B	1.7	3.2	2.7	3.5	3.1
C	7.5	5.9	6.9	8.8	7.5
D	87.4	89.1	88.3	85.4	87.3

2		
X	DF	P
2.903	3	0.4069
1.938	3	0.5853
5.077	3	0.1663
5.630	3	0.1311

X555      -- READ MAGAZINE: NATIONAL GEOGRAPHIC

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

NATIONAL GEOGRAPHIC

- A    I PERSONALLY READ THE MAGAZINE REGULARLY.
- B    I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A  
PAID SUBSCRIPTION TO THIS MAGAZINE.
- C    I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST  
MONTH.
- D    NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131      TOTAL NPS SURVEYED IS 2,703

X555      BY GENDER

	MALE	FEMALE	TOTAL			
N=	2049	434	2483			
A	6.7	7.4	6.8	2		
B	10.2	6.9	9.6	X	DF	P
C	10.4	8.1	10.0	0.267	1	0.6057
D	73.7	78.1	74.5	4.450	1	0.0349
				2.248	1	0.1338
				3.673	1	0.0553

X555      BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL			
N=	323	608	1414	138	2483			
A	5.9	5.9	7.5	5.8	6.8	2		
B	9.9	8.6	10.3	7.3	9.6	X	DF	P
C	10.8	11.8	8.8	12.3	10.0	2.469	3	0.4809
D	74.0	75.0	74.2	76.1	74.5	2.375	3	0.4983
						5.465	3	0.1407
						0.378	3	0.9448

## X555 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1747	559	93	75	2474
A	7.3	5.2	7.5	6.7	6.8
B	11.8	2.5	11.8	10.7	9.7
C	9.4	10.2	14.0	17.3	10.0
D	72.6	82.3	67.7	66.7	74.5

2			
X	DF	P	
2.983	3	0.3942	
42.480	3	0.0001	
6.723	3	0.0813	
25.666	3	0.0001	

## X555 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2341	106	2447
A	7.0	2.8	6.8
B	9.9	5.7	9.7
C	9.9	9.4	9.9
D	74.2	83.0	74.6

2			
X	DF	P	
2.780	1	0.0954	
2.052	1	0.1520	
0.021	1	0.8835	
4.161	1	0.0414	

## X555 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	173	627	660	1004	2464
A	5.2	6.2	5.5	8.2	6.7
B	5.8	5.7	9.7	12.9	9.7
C	12.7	13.1	8.9	8.4	10.0
D	76.3	75.6	76.8	71.9	74.5

2			
X	DF	P	
5.912	3	0.1160	
25.615	3	0.0001	
11.794	3	0.0081	
6.094	3	0.1071	

X556 -- READ MAGAZINE: ROAD & TRACK

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

ROAD & TRACK

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X556 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2043	435	2478	X	DF	P
A	6.8	.9	5.8	22.835	1	0.0001
B	3.0	.7	2.6	7.722	1	0.0055
C	12.0	1.2	10.1	46.736	1	0.0001
D	78.8	97.5	82.0	85.255	1	0.0001

X556 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	320	606	1417	135	2478	X	DF	P
A	3.4	3.6	7.4	3.7	5.8	16.372	3	0.0010
B	2.5	1.3	3.3	2.2	2.6	6.286	3	0.0985
C	6.3	10.2	10.7	12.6	10.1	6.753	3	0.0802
D	88.1	85.2	79.4	81.5	82.0	18.784	3	0.0003



X556 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1739	561	93	76	2469
A	5.6	5.7	7.5	6.6	5.8
B	2.8	2.0	4.3	1.3	2.6
C	12.1	5.2	4.3	6.6	10.1
D	80.1	87.3	85.0	85.5	82.1

2		
X	DF	P
0.682	3	0.8774
2.744	3	0.4327
27.457	3	0.0001
16.333	3	0.0010

X556 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2340	105	2445
A	5.9	1.9	5.8
B	2.7	1.0	2.6
C	10.4	4.8	10.2
D	81.5	93.3	82.0

2		
X	DF	P
3.011	1	0.0827
1.193	1	0.2746
3.526	1	0.0604
9.542	1	0.0020

X556 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	174	628	660	997	2459
A	10.3	4.9	6.7	4.9	5.8
B	2.3	2.7	2.7	2.6	2.6
C	9.8	8.1	11.4	10.4	10.0
D	77.6	84.7	79.9	82.8	82.1

2		
X	DF	P
9.810	3	0.0202
0.113	3	0.9902
4.022	3	0.2591
7.895	3	0.0482

X557 -- READ MAGAZINE: SPORTING NEWS

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

SPORTING NEWS

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X557 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2040	436	2476	X	DF	P
A	7.6	2.5	6.7	14.792	1	0.0001
B	3.8	1.6	3.4	5.156	1	0.0232
C	9.6	3.2	8.5	18.937	1	0.0001
D	79.7	93.1	82.1	43.917	1	0.0001

X557 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	321	606	1414	135	2476	X	DF	P
A	5.9	7.4	6.9	3.7	6.7	2.819	3	0.4204
B	3.4	3.8	3.3	2.2	3.4	0.886	3	0.8289
C	9.0	8.6	8.2	9.6	8.5	0.504	3	0.9180
D	81.6	81.2	82.3	84.4	82.1	0.942	3	0.8154

X557 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1738	560	93	76	2467
A	4.7	13.0	5.4	7.9	6.7
B	2.8	4.5	4.3	9.2	3.4
C	8.0	9.5	9.7	9.2	8.4
D	85.3	73.6	80.7	73.7	82.1

2			
X	DF	P	
47.124	3	0.0001	
12.112	3	0.0070	
1.444	3	0.6952	
43.369	3	0.0001	

X557 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2336	104	2440
A	6.9	1.9	6.7
B	3.5	2.9	3.4
C	8.7	2.9	8.4
D	81.6	92.3	82.1

2			
X	DF	P	
3.989	1	0.0458	
0.102	1	0.7497	
4.296	1	0.0382	
7.714	1	0.0055	

X557 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	174	624	661	999	2458
A	14.9	7.2	6.5	5.1	6.7
B	8.1	4.2	4.8	1.2	3.4
C	10.9	10.6	8.2	6.8	8.4
D	66.7	78.9	81.7	87.1	82.1

2			
X	DF	P	
23.236	3	0.0001	
31.281	3	0.0001	
8.599	3	0.0351	
49.676	3	0.0001	

X558 -- READ MAGAZINE: ROLLING STONE

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

ROLLING STONE

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X558 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2053	438	2491	X	DF	P
A	6.3	5.9	6.3	0.096	1	0.7561
B	4.4	4.6	4.4	0.028	1	0.8661
C	13.3	11.4	13.0	1.133	1	0.2871
D	76.6	79.2	77.1	1.386	1	0.2392

X558 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	322	607	1424	138	2491	X	DF	P
A	4.7	5.8	7.0	4.4	6.3	3.929	3	0.2692
B	3.4	3.8	4.7	6.5	4.4	3.059	3	0.3826
C	13.0	12.4	12.7	18.1	13.0	3.527	3	0.3172
D	79.8	78.9	76.3	71.0	77.1	5.926	3	0.1153

X558 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1754	560	93	75	2482
A	6.8	4.8	3.2	6.7	6.2
B	4.8	3.0	6.5	4.0	4.4
C	14.1	8.6	17.2	13.3	13.0
D	75.1	84.1	73.1	76.0	77.1

2		
X	DF	P
4.300	3	0.2308
4.034	3	0.2578
13.205	3	0.0042
20.275	3	0.0001

X558 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2351	104	2455
A	6.3	5.8	6.3
B	4.4	5.8	4.5
C	13.1	6.7	12.8
D	76.8	84.6	77.2

2		
X	DF	P
0.047	1	0.8286
0.421	1	0.5163
3.613	1	0.0573
3.434	1	0.0639

X558 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	173	632	664	1003	2472
A	4.1	5.4	7.7	6.1	6.2
B	3.5	4.6	5.3	3.9	4.4
C	9.3	13.0	12.2	14.1	12.9
D	83.2	77.5	75.5	77.1	77.2

2		
X	DF	P
4.646	3	0.1997
2.228	3	0.5265
3.528	3	0.3171
4.782	3	0.1885

X559 -- READ MAGAZINE: US

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

US

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X559 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2040	436	2476	X	DF	P
A	2.1	3.2	2.3	1.944	1	0.1633
B	2.2	1.4	2.0	1.107	1	0.2928
C	4.3	9.9	5.3	22.626	1	0.0001
D	91.7	86.0	90.7	13.883	1	0.0002

X559 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	319	606	1415	136	2476	X	DF	P
A	3.1	2.2	2.3	1.5	2.3	1.478	3	0.6873
B	1.6	2.3	1.8	3.7	2.0	2.713	3	0.4381
C	5.3	7.4	4.4	4.4	5.3	8.108	3	0.0438
D	90.3	88.5	91.8	90.4	90.7	5.761	3	0.1238

## X559 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1740	558	93	76	2467
A	1.4	3.9	4.3	5.3	2.2
B	1.6	3.8	1.1	1.3	2.0
C	4.3	7.5	7.5	9.2	5.3
D	93.1	85.1	87.1	84.2	90.8

2			
X	DF	P	
17.569	3	0.0005	
11.070	3	0.0114	
12.613	3	0.0056	
37.335	3	0.0001	

## X559 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2336	104	2440
A	2.2	1.0	2.2
B	2.0	2.9	2.0
C	5.1	5.8	5.1
D	91.1	90.4	91.0

2			
X	DF	P	
0.749	1	0.3867	
0.424	1	0.5149	
0.106	1	0.7443	
0.054	1	0.8155	

## X559 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	170	628	659	1000	2457
A	4.1	2.7	2.0	1.7	2.2
B	4.1	3.3	1.5	1.2	2.0
C	6.5	6.4	5.3	4.2	5.2
D	85.3	87.9	91.5	93.2	90.8

2			
X	DF	P	
4.981	3	0.1732	
13.479	3	0.0037	
4.336	3	0.2274	
19.861	3	0.0002	

X560 -- READ MAGAZINE: CAR CRAFT

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

CAR CRAFT

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X560 BY GENDER

	MALE	FEMALE	TOTAL
N=	2042	435	2477
A	6.3	.7	5.3
B	2.5	.2	2.1
C	10.3	1.2	8.7
D	81.5	97.9	84.4

2			
X	DF	P	
22.281	1	0.0001	
8.754	1	0.0031	
37.996	1	0.0001	
73.259	1	0.0001	

X560 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	321	604	1415	137	2477
A	1.9	3.6	6.9	4.4	5.3
B	.3	1.3	2.6	3.7	2.1
C	4.4	5.6	10.5	13.9	8.7
D	93.5	89.9	80.6	78.1	84.4

2			
X	DF	P	
17.919	3	0.0005	
10.364	3	0.0157	
25.297	3	0.0001	
53.282	3	0.0001	



## X560 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1738	559	93	78	2468
A	6.0	2.7	6.5	5.1	5.3
B	2.1	1.8	2.2	2.6	2.1
C	10.6	3.8	4.3	5.1	8.6
D	81.8	92.3	87.1	87.2	84.5

2		
X	DF	P
9.831	3	0.0201
0.345	3	0.9514
28.698	3	0.0001
36.923	3	0.0001

## X560 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2337	104	2441
A	5.4	1.9	5.3
B	2.1	1.9	2.1
C	8.7	6.7	8.6
D	84.2	90.4	84.5

2		
X	DF	P
2.452	1	0.1173
0.015	1	0.9036
0.504	1	0.4780
2.894	1	0.0889

## X560 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	173	632	656	997	2458
A	10.4	5.2	6.1	3.9	5.3
B	2.3	2.4	2.3	1.7	2.1
C	12.1	7.9	10.5	7.0	8.5
D	75.7	84.8	81.6	88.0	84.6

2		
X	DF	P
13.676	3	0.0034
1.141	3	0.7672
9.417	3	0.0242
23.790	3	0.0001

X561 -- READ MAGAZINE: SCIENCE DIGEST

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

SCIENCE DIGEST

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X561 BY GENDER

	MALE	FEMALE	TOTAL
N=	2042	435	2477
A	2.7	1.2	2.5
B	2.0	1.4	1.9
C	6.1	4.8	5.9
D	89.6	92.9	90.2

2		
X	DF	P
3.788	1	0.0516
0.761	1	0.3830
1.082	1	0.2982
4.410	1	0.0357

X561 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	321	605	1417	134	2477
A	2.5	2.5	2.4	3.0	2.5
B	.9	2.0	2.1	1.5	1.9
C	6.5	4.6	6.1	7.5	5.9
D	90.3	91.2	89.8	88.1	90.2

2		
X	DF	P
0.178	3	0.9811
2.108	3	0.5502
2.740	3	0.4335
1.637	3	0.6510

## X561 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1741	558	93	76	2468
A	2.3	2.3	4.3	5.3	2.5
B	1.7	2.2	4.3	1.3	1.9
C	6.0	5.4	6.5	6.6	5.9
D	90.5	90.5	85.0	86.8	90.2

2		
X	DF	P
4.014	3	0.2600
3.488	3	0.3224
0.406	3	0.9391
4.047	3	0.2565

## X561 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2337	104	2441
A	2.5	1.9	2.5
B	1.8	1.9	1.8
C	6.0	1.0	5.8
D	90.1	95.2	90.3

2		
X	DF	P
0.148	1	0.7006
0.009	1	0.9248
4.675	1	0.0306
2.977	1	0.0845

## X561 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	173	627	656	1002	2458
A	2.9	2.9	2.0	2.5	2.5
B	3.5	1.9	1.8	1.7	1.9
C	5.8	4.5	5.8	6.9	5.9
D	87.9	91.1	90.6	89.6	90.1

2		
X	DF	P
1.190	3	0.7554
2.506	3	0.4743
4.097	3	0.2511
2.040	3	0.5642

X562 -- READ MAGAZINE: INSIDE SPORTS

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

INSIDE SPORTS

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X562 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2037	433	2470	X	DF	P
A	6.7	1.4	5.8	18.448	1	0.0001
B	2.9	.9	2.6	5.590	1	0.0181
C	8.4	3.7	7.6	11.451	1	0.0007
D	82.4	94.5	84.5	39.781	1	0.0001

X562 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	320	605	1409	136	2470	X	DF	P
A	5.6	5.1	6.3	3.7	5.8	2.165	3	0.5390
B	2.2	3.0	2.5	2.2	2.6	0.699	3	0.8735
C	6.3	8.8	7.1	11.0	7.6	4.768	3	0.1896
D	86.3	84.0	84.5	83.1	84.5	1.088	3	0.7800

X562 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1736	557	92	76	2461
A	3.7	11.9	5.4	7.9	5.8
B	2.0	3.8	4.4	5.3	2.6
C	6.9	9.9	7.6	7.9	7.6
D	87.7	75.2	83.7	79.0	84.5

2			
X	DF	P	
51.613	3	0.0001	
9.193	3	0.0268	
5.486	3	0.1395	
52.193	3	0.0001	

X562 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2331	103	2434
A	6.0	2.9	5.8
B	2.6	1.9	2.6
C	7.6	6.8	7.6
D	84.3	88.4	84.5

2			
X	DF	P	
1.671	1	0.1961	
0.159	1	0.6902	
0.090	1	0.7646	
1.234	1	0.2666	

X562 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	173	625	656	997	2451
A	13.3	7.4	5.2	3.9	5.8
B	7.5	2.4	3.1	1.5	2.6
C	12.1	9.3	8.8	4.9	7.6
D	68.2	81.3	83.5	89.9	84.5

2			
X	DF	P	
27.562	3	0.0001	
22.081	3	0.0001	
19.290	3	0.0002	
62.269	3	0.0001	

X563 -- READ MAG: SCIENCE '86 OR SCIENCE '87

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

SCIENCE '86 OR SCIENCE '87

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X563 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2045	435	2480	X	DF	P
A	2.6	1.6	2.5	1.590	1	0.2073
B	2.1	.7	1.9	3.934	1	0.0473
C	4.4	2.5	4.0	3.082	1	0.0792
D	91.4	95.6	92.2	8.732	1	0.0031

X563 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	321	607	1418	134	2480	X	DF	P
A	2.2	1.8	2.7	3.7	2.5	2.354	3	0.5022
B	.3	2.1	2.2	.8	1.9	6.234	3	0.1008
C	4.4	4.3	4.0	3.0	4.0	0.594	3	0.8979
D	93.5	92.3	91.8	92.5	92.2	1.011	3	0.7985

## X563 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1743	559	93	76	2471
A	2.6	1.8	4.3	1.3	2.5
B	1.6	2.7	2.2	2.6	1.9
C	3.7	4.1	7.5	4.0	4.0
D	92.6	92.0	86.0	93.4	92.2

2		
X	DF	P
3.000	3	0.3917
3.287	3	0.3494
3.385	3	0.3360
5.545	3	0.1360

## X563 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2340	104	2444
A	2.6	.0	2.5
B	1.8	1.0	1.8
C	3.9	3.9	3.9
D	92.2	95.2	92.3

2		
X	DF	P
2.781	1	0.0954
0.432	1	0.5109
0.002	1	0.9650
1.273	1	0.2592

## X563 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	173	627	658	1003	2461
A	1.2	2.2	1.8	3.3	2.5
B	1.7	1.6	1.1	2.6	1.9
C	4.6	2.9	4.1	4.5	4.0
D	92.5	93.5	93.2	90.7	92.2

2		
X	DF	P
5.309	3	0.1505
5.460	3	0.1411
2.905	3	0.4066
5.273	3	0.1529

X564 -- READ MAGAZINE: GAMES

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

GAMES

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X564 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2028	432	2460	X	DF	P
A	3.1	2.1	2.9	1.205	1	0.2723
B	2.5	1.6	2.4	1.238	1	0.2659
C	5.7	4.4	5.5	1.200	1	0.2734
D	89.0	91.9	89.5	3.276	1	0.0703

X564 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	320	597	1409	134	2460	X	DF	P
A	2.5	2.0	3.5	1.5	2.9	4.492	3	0.2130
B	2.2	2.5	2.5	.8	2.4	1.712	3	0.6344
C	3.8	5.4	5.8	6.7	5.5	2.571	3	0.4625
D	91.6	90.5	88.4	91.8	89.5	4.706	3	0.1946



X564 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1731	552	92	76	2451
A	1.9	6.0	3.3	4.0	2.9
B	1.8	4.2	3.3	1.3	2.4
C	5.8	4.4	6.5	6.6	5.5
D	90.8	85.5	88.0	88.2	89.4

2		
X	DF	P
25.736	3	0.0001
10.907	3	0.0122
2.017	3	0.5688
12.817	3	0.0051

X564 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2322	102	2424
A	3.1	.0	2.9
B	2.4	1.0	2.4
C	5.6	4.9	5.5
D	89.2	94.1	89.4

2		
X	DF	P
3.213	1	0.0731
0.872	1	0.3505
0.080	1	0.7774
2.503	1	0.1136

X564 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	172	623	651	996	2442
A	5.8	3.5	2.3	2.4	2.9
B	4.7	2.3	3.4	1.4	2.4
C	7.6	5.0	4.8	6.0	5.5
D	82.0	89.3	89.7	90.6	89.4

2		
X	DF	P
7.720	3	0.0522
10.756	3	0.0131
2.922	3	0.4038
11.496	3	0.0093

X565 -- READ MAGAZINE:U.S. NEWS AND WORLD REPORT

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

U.S. NEWS AND WORLD REPORT

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X565 BY GENDER

	MALE	FEMALE	TOTAL			
N=	2041	432	2473			
A	6.0	5.6	5.9	2		
B	4.6	3.5	4.4	X	DF	P
C	8.9	8.8	8.9	0.114	1	0.7354
D	81.2	83.6	81.6	1.087	1	0.2971
				0.002	1	0.9619
				1.344	1	0.2463

X565 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL			
N=	322	605	1408	138	2473			
A	8.4	5.3	5.6	5.8	5.9	2		
B	4.4	4.1	4.8	1.5	4.4	X	DF	P
C	13.0	9.6	7.5	9.4	8.9	4.200	3	0.2406
D	75.5	81.3	83.0	83.3	81.6	3.573	3	0.3114
						10.525	3	0.0146
						10.098	3	0.0178

## X565 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1735	560	93	76	2464
A	5.8	4.8	9.7	10.5	5.9
B	4.0	4.6	4.3	10.5	4.4
C	8.4	9.3	6.5	18.4	8.9
D	82.5	81.8	79.6	63.2	81.7

2		
X	DF	P
6.528	3	0.0886
7.438	3	0.0592
9.835	3	0.0200
18.535	3	0.0003

## X565 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2333	104	2437
A	6.0	4.8	5.9
B	4.2	6.7	4.3
C	8.7	11.5	8.8
D	82.0	77.9	81.8

2		
X	DF	P
0.237	1	0.6264
1.613	1	0.2040
1.031	1	0.3099
1.132	1	0.2873

## X565 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	171	629	653	1001	2454
A	7.6	3.7	5.2	7.2	5.8
B	4.1	4.8	3.4	4.9	4.4
C	5.3	6.7	9.0	10.8	8.9
D	83.0	85.4	82.9	78.4	81.7

2		
X	DF	P
10.302	3	0.0162
2.475	3	0.4798
11.061	3	0.0114
13.657	3	0.0034

X694 -- READ MAGAZINE: OUTDOOR LIFE

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

OUTDOOR LIFE

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X694 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2116	441	2557	X	DF	P
A	24.9	17.7	23.6	10.402	1	0.0013
B	5.6	1.8	5.0	11.222	1	0.0008
C	13.2	4.1	11.6	29.461	1	0.0001
D	71.5	90.0	74.7	66.225	1	0.0001

X694 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	327	629	1460	141	2557	X	DF	P
A	23.9	22.9	23.8	24.1	23.6	0.251	3	0.9690
B	1.5	5.1	5.6	5.7	5.0	9.662	3	0.0217
C	8.6	8.6	12.9	19.2	11.6	18.652	3	0.0003
D	85.9	80.3	70.8	64.5	74.7	51.948	3	0.0001

## X694 BY ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1798	573	96	81	2548
A	24.6	20.4	19.8	28.4	23.6
B	5.7	3.5	1.0	3.7	5.0
C	13.5	7.0	6.3	7.4	11.6
D	71.3	83.9	81.3	79.0	74.8

2		
X	DF	P
5.987	3	0.1123
8.235	3	0.0414
22.457	3	0.0001
39.935	3	0.0001

## X694 BY MARITAL STATUS

	SINGLE	MARRIED	TOTAL
N=	2411	109	2520
A	23.6	21.1	23.5
B	5.1	3.7	5.0
C	11.6	9.2	11.5
D	74.6	79.8	74.8

2		
X	DF	P
0.362	1	0.5472
0.424	1	0.5147
0.590	1	0.4422
1.498	1	0.2210

## X694 BY AFQT (1980 NORMS)

	4	3B	3A	1&2	TOTAL
N=	187	651	675	1025	2538
A	29.4	21.8	24.4	23.0	23.6
B	5.9	5.7	4.7	4.6	5.0
C	16.6	10.0	12.6	10.9	11.5
D	65.8	74.2	73.2	77.8	74.7

2		
X	DF	P
5.116	3	0.1635
1.412	3	0.7027
7.299	3	0.0630
13.868	3	0.0031

Appendix D

Army Reserve Media Tabulations, Part 2

T051 -- RECEIVED UNREQUESTED INFORMATION

- A RECEIVED MILITARY RECRUITING LITERATURE IN THE MAIL  
WITHOUT ASKING FOR IT.
- B ARMY (REGULAR ACTIVE DUTY)
- C ARMY RESERVE
- D ARMY NATIONAL GUARD
- E AIR FORCE (REGULAR ACTIVE DUTY)
- F AIR FORCE RESERVE
- G AIR NATIONAL GUARD
- H NAVY (REGULAR ACTIVE DUTY)
- I NAVY RESERVE
- J MARINE CORPS (REGULAR ACTIVE DUTY)
- K MARINE CORPS RESERVE
- L COAST GUARD
- M ALL SERVICES TOGETHER

SURVEY ITEMS #: A136 B136 C136 D109 TOTAL NPS SURVEYED IS 2,703

T051 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL	2		
N=	1203	907	287	209	2606	X	DF	P
A	54.1	57.1	65.5	65.1	57.3	18.058	3	0.0004
B	39.7	36.7	45.3	44.5	39.6	9.143	3	0.0274
C	30.0	34.8	38.0	37.8	33.2	11.576	3	0.0090
D	13.4	14.1	21.3	17.2	14.8	12.703	3	0.0053
E	32.1	29.0	35.2	33.5	31.5	5.025	3	0.1700
F	9.1	10.7	14.6	15.3	10.7	12.631	3	0.0055
G	5.6	4.4	9.4	7.2	5.7	11.000	3	0.0117
H	28.8	28.8	34.2	35.4	29.9	6.784	3	0.0791
I	9.1	11.7	13.6	13.9	10.9	8.835	3	0.0316
J	30.9	27.6	34.5	32.5	30.3	6.325	3	0.0968
K	10.1	9.9	11.5	12.0	10.4	1.226	3	0.7467
L	6.8	6.3	11.5	9.6	7.4	10.755	3	0.0131
M	6.3	5.8	12.2	11.0	7.2	19.203	3	0.0002

T051 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL	2		
N=	1507	350	1857	X	DF	P
A	62.2	63.4	62.4	0.190	1	0.6631
B	42.5	44.6	42.9	0.481	1	0.4880
C	35.6	41.4	36.7	4.202	1	0.0404
D	17.1	19.4	17.5	1.109	1	0.2922
E	34.0	39.4	35.1	3.621	1	0.0571
F	11.3	16.6	12.3	7.382	1	0.0066
G	6.2	8.9	6.7	3.105	1	0.0781
H	35.0	38.0	35.6	1.088	1	0.2969
I	12.5	17.7	13.5	6.502	1	0.0108
J	34.6	41.1	35.9	5.224	1	0.0223
K	11.7	15.1	12.3	3.153	1	0.0758
L	8.4	11.1	8.9	2.715	1	0.0994
M	8.0	11.7	8.7	4.844	1	0.0277



T051

BY BRIGADE

N=	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
	598	497	547	726	301	2669	X	DF	P
A	57.2	57.3	58.1	59.9	49.2	57.3	10.319	4	0.0354
B	40.1	41.5	38.6	41.6	31.6	39.5	10.362	4	0.0348
C	32.6	32.2	35.1	36.0	25.9	33.2	10.895	4	0.0278
D	15.1	14.3	13.2	17.4	12.0	14.8	6.982	4	0.1369
E	30.1	32.6	30.7	34.4	27.2	31.6	6.396	4	0.1715
F	11.5	9.7	9.9	11.0	12.0	10.8	1.958	4	0.7434
G	5.9	4.4	5.1	6.6	6.0	5.7	3.048	4	0.5499
H	29.9	30.0	30.4	31.8	23.9	29.9	6.466	4	0.1669
I	10.9	10.1	10.4	12.3	10.0	10.9	2.141	4	0.7099
J	31.4	31.2	28.0	31.4	26.3	30.1	4.680	4	0.3217
K	10.2	11.5	9.3	10.9	9.3	10.3	1.884	4	0.7570
L	8.5	6.4	6.2	8.4	5.7	7.3	5.342	4	0.2540
M	8.7	5.0	6.2	8.0	7.3	7.2	7.011	4	0.1353

T051 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	487	439	444	649	580	2599	X	DF	P
A	56.1	55.1	53.2	60.1	60.5	57.4	8.792	4	0.0665
B	35.7	36.9	40.1	41.1	43.1	39.7	8.042	4	0.0901
C	28.3	33.7	32.2	33.1	38.8	33.4	13.513	4	0.0090
D	12.5	11.9	14.0	14.3	21.0	15.0	22.926	4	0.0001
E	25.5	31.7	29.3	35.3	34.8	31.7	16.426	4	0.0025
F	9.9	10.5	11.7	10.2	11.7	10.8	1.664	4	0.7972
G	4.1	5.9	5.6	4.8	7.9	5.7	8.753	4	0.0676
H	24.4	27.3	27.9	32.2	36.2	30.1	21.668	4	0.0002
I	9.5	10.0	11.7	9.1	14.3	10.9	10.817	4	0.0287
J	27.5	27.1	29.5	31.4	34.0	30.2	8.128	4	0.0870
K	10.1	9.1	11.5	9.4	11.6	10.3	2.928	4	0.5700
L	6.2	4.8	8.6	6.6	10.3	7.4	14.278	4	0.0065
M	8.0	7.3	7.2	5.2	8.8	7.2	6.389	4	0.1719

T051 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1244	631	287	395	111	2668	X	DF	P
A	61.1	60.7	62.4	45.8	21.6	57.2	92.282	4	0.0001
B	40.4	43.7	45.6	33.7	9.9	39.5	55.961	4	0.0001
C	37.5	35.2	34.2	23.0	7.2	33.2	63.647	4	0.0001
D	16.5	17.0	17.1	8.4	.9	14.8	36.296	4	0.0001
E	34.2	36.5	32.4	21.0	9.9	31.6	55.418	4	0.0001
F	11.7	12.2	15.0	5.6	.0	10.8	32.211	4	0.0001
G	5.6	7.6	7.3	2.8	1.8	5.7	15.196	4	0.0043
H	34.4	32.8	29.3	17.5	8.1	29.9	68.951	4	0.0001
I	12.0	12.5	12.5	6.3	1.8	10.9	21.936	4	0.0002
J	31.4	34.9	34.8	21.5	5.4	30.1	56.964	4	0.0001
K	11.5	10.6	12.5	7.1	1.8	10.3	16.572	4	0.0023
L	8.6	8.4	7.7	3.3	.0	7.3	22.393	4	0.0002
M	6.4	9.0	10.1	5.6	3.6	7.2	11.917	4	0.0180

X110 -- RECALL JOINT SERVICES ADVERTISING

DO YOU REMEMBER SEEING, HEARING, OR RECEIVING (BEFORE YOU ENLISTED) ANY ADVERTISING OR PROMOTIONAL MATERIALS FROM ALL THE MILITARY SERVICES TOGETHER?

- J NO - GO TO QUESTION #111
- A YES - ON TELEVISION
- L YES - IN MAGAZINES YOU SUBSCRIBE TO OR BUY
- M YES - IN MAGAZINES YOU RECEIVED AT SCHOOL
- C YES - ON THE RADIO
- D YES - IN THE HELP WANTED SECTION OF A NEWSPAPER
- E YES - IN OTHER PARTS OF THE NEWSPAPER
- F YES - IN THE MAIL
- G YES - IN AN ARMY RECRUITING STATION
- H YES - AT SCHOOL
- I YES - FROM A FRIEND
- K YES - BUT NONE OF THE ABOVE

SURVEY ITEMS #: A137 B137 C137 D110 TOTAL NPS SURVEYED IS 2,703

X110 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL	2		
N=	1193	900	285	208	2586	X	DF	P
J	33.1	29.1	24.3	31.9	30.6	9.822	3	0.0201
A	57.9	65.3	67.0	60.6	61.7	15.760	3	0.0013
L	29.4	35.7	38.6	30.3	32.7	14.483	3	0.0023
M	20.0	25.4	24.2	19.2	22.3	10.678	3	0.0136
C	38.6	41.1	42.1	33.7	39.4	5.204	3	0.1575
D	8.4	6.3	4.9	7.2	7.2	5.745	3	0.1247
E	7.6	6.4	7.4	8.2	7.2	1.393	3	0.7071
F	21.8	20.8	24.6	20.7	21.7	1.959	3	0.5810
G	19.7	20.7	22.1	21.2	20.4	0.983	3	0.8053
H	25.2	30.1	32.3	23.6	27.6	11.024	3	0.0116
I	15.3	15.6	13.3	15.9	15.2	0.944	3	0.8149
K	1.2	1.0	1.1	2.9	1.2	5.152	3	0.1610

X110 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL	2		
N=	1494	348	1842	X	DF	P
J	29.6	25.9	28.9	1.874	1	0.1710
A	63.7	66.1	64.1	0.729	1	0.3933
L	35.0	30.2	34.1	2.936	1	0.0866
M	23.8	22.4	23.6	0.314	1	0.5754
C	40.4	42.0	40.7	0.297	1	0.5860
D	7.1	6.6	7.0	0.102	1	0.7491
E	7.7	8.6	7.9	0.332	1	0.5646
F	23.0	28.7	24.1	5.031	1	0.0249
G	20.1	19.0	19.9	0.220	1	0.6388
H	28.1	29.9	28.5	0.436	1	0.5092
I	14.9	15.5	15.0	0.077	1	0.7812
K	1.0	2.3	1.3	3.838	1	0.0501

X110 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	591	497	540	720	299	2647	X	DF	P
J	29.6	32.0	31.7	31.5	28.1	30.8	2.119	4	0.7138
A	63.1	61.0	59.6	61.0	62.2	61.3	1.614	4	0.8063
L	34.0	32.0	32.0	32.4	32.1	32.6	0.747	4	0.9454
M	23.2	22.7	21.9	20.8	22.7	22.1	1.276	4	0.8654
C	41.1	37.8	38.3	39.0	39.8	39.2	1.528	4	0.8217
D	9.6	6.6	6.7	6.5	6.4	7.3	6.501	4	0.1648
E	8.8	5.2	7.6	7.2	7.0	7.3	5.235	4	0.2640
F	22.8	20.5	21.1	22.2	21.1	21.7	1.155	4	0.8854
G	22.3	20.5	20.9	18.8	19.7	20.4	2.742	4	0.6018
H	27.1	28.4	25.7	26.8	32.4	27.6	4.900	4	0.2977
I	16.6	16.3	13.3	14.9	16.4	15.4	3.099	4	0.5414
K	.9	1.0	1.1	1.1	3.0	1.3	8.744	4	0.0678

X110 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	481	436	439	641	580	2577	X	DF	P
J	34.0	31.8	30.2	29.8	28.7	30.8	3.978	4	0.4090
A	57.6	61.2	62.0	60.8	65.5	61.5	7.231	4	0.1242
L	32.2	30.7	31.9	33.1	35.3	32.8	2.805	4	0.5910
M	18.9	21.6	21.4	21.8	26.6	22.2	9.654	4	0.0467
C	38.1	37.4	39.2	37.3	43.8	39.2	6.988	4	0.1365
D	9.4	8.5	5.7	6.4	6.9	7.3	6.498	4	0.1649
E	7.3	8.5	6.6	7.2	6.9	7.3	1.374	4	0.8487
F	21.4	21.8	22.1	21.4	21.7	21.7	0.103	4	0.9987
G	21.6	20.4	19.6	20.6	19.7	20.4	0.832	4	0.9341
H	26.6	26.2	28.0	25.4	31.0	27.5	5.666	4	0.2255
I	15.2	13.8	14.6	16.7	15.9	15.4	2.063	4	0.7242
K	.8	1.4	1.6	1.6	.7	1.2	3.208	4	0.5236



X110 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1235	624	284	394	109	2646	X	DF	P
J	28.8	31.5	37.3	30.2	35.8	30.8	9.482	4	0.0501
A	63.6	59.8	55.3	61.9	56.9	61.3	8.770	4	0.0671
L	33.4	32.4	28.9	33.3	31.2	32.5	2.306	4	0.6796
M	24.1	24.5	16.6	18.5	13.8	22.1	17.245	4	0.0017
C	40.7	38.0	34.9	40.4	35.8	39.2	4.601	4	0.3307
D	5.6	6.4	9.2	10.7	13.8	7.3	20.935	4	0.0003
E	7.0	6.3	8.8	8.1	9.2	7.3	3.140	4	0.5347
F	22.7	24.0	23.9	17.5	5.5	21.7	24.462	4	0.0001
G	19.6	20.5	21.8	22.8	16.5	20.4	3.316	4	0.5064
H	30.9	28.4	26.1	21.8	10.1	27.6	30.372	4	0.0001
I	15.9	15.2	16.9	14.2	11.0	15.4	2.757	4	0.5993
K	1.5	1.1	1.1	1.3	.0	1.3	1.985	4	0.7385

X111 -- RECALL AIR FORCE ADVERTISING

DO YOU REMEMBER SEEING, HEARING, OR RECEIVING ANY AIR FORCE ADVERTISING  
OR PROMOTIONAL MATERIALS BEFORE YOU ENLISTED?

- J NO - GO TO QUESTION #112
- A YES - ON TELEVISION
- L YES - IN MAGAZINES YOU SUBSCRIBE TO OR BUY
- M YES - IN MAGAZINES YOU RECEIVED AT SCHOOL
- C YES - ON THE RADIO
- D YES - IN THE HELP WANTED SECTION OF A NEWSPAPER
- E YES - IN OTHER PARTS OF THE NEWSPAPER
- F YES - IN THE MAIL
- G YES - IN AN AIR FORCE RECRUITING STATION
- H YES - AT SCHOOL
- I YES - FROM A FRIEND
- K YES - BUT NONE OF THE ABOVE

SURVEY ITEMS #: A138 B138 C138 D111 TOTAL NPS SURVEYED IS 2,703

X111 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL	2		
N=	1200	900	286	211	2597	X	DF	P
J	30.7	28.1	23.9	23.4	28.5	8.284	3	0.0405
A	54.7	60.1	60.5	62.1	57.8	9.237	3	0.0263
L	30.5	39.6	39.5	37.9	35.2	22.108	3	0.0001
M	20.3	27.6	27.6	19.4	23.6	19.530	3	0.0002
C	30.8	34.0	35.3	37.0	32.9	5.343	3	0.1483
D	4.7	4.7	4.2	6.6	4.8	1.871	3	0.5996
E	5.5	5.8	4.9	9.0	5.8	4.582	3	0.2051
F	32.6	33.4	42.0	42.7	34.7	15.531	3	0.0014
G	11.6	11.1	12.9	19.0	12.2	10.583	3	0.0142
H	23.6	31.4	31.1	31.8	27.8	19.798	3	0.0002
I	13.3	14.8	17.1	21.8	14.9	11.354	3	0.0100
K	1.2	1.6	3.9	1.0	1.6	11.318	3	0.0101

X111 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL	2		
N=	1500	347	1847	X	DF	P
J	26.3	27.6	26.6	0.244	1	0.6217
A	60.1	58.8	59.9	0.212	1	0.6454
L	38.0	38.9	38.2	0.098	1	0.7545
M	25.4	28.0	25.9	0.958	1	0.3276
C	34.3	36.3	34.7	0.520	1	0.4707
D	5.1	5.8	5.2	0.278	1	0.5981
E	6.3	7.5	6.5	0.697	1	0.4037
F	39.7	36.9	39.1	0.914	1	0.3391
G	12.9	13.3	13.0	0.026	1	0.8718
H	29.4	31.7	29.8	0.712	1	0.3987
I	15.2	15.6	15.3	0.029	1	0.8658
K	1.6	2.9	1.8	2.563	1	0.1094

X111 BY BRIGADE

N=	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
	594	498	550	718	300	2660	X	DF	P
J	28.6	26.8	31.4	28.5	26.4	28.5	3.602	4	0.4625
A	57.6	59.4	57.5	56.0	58.7	57.6	1.596	4	0.8094
L	34.0	34.7	33.3	36.9	36.3	35.0	2.374	4	0.6673
M	24.4	23.1	22.2	24.2	22.3	23.4	1.288	4	0.8634
C	33.0	32.1	32.2	33.6	32.0	32.7	0.476	4	0.9758
D	5.4	3.6	4.7	5.0	5.0	4.8	2.091	4	0.7190
E	5.7	3.8	5.5	7.1	7.0	5.8	6.706	4	0.1523
F	32.5	35.3	34.6	36.6	33.0	34.6	2.933	4	0.5690
G	14.0	10.2	9.3	12.8	15.3	12.1	10.965	4	0.0270
H	27.6	27.5	26.6	27.9	29.0	27.6	0.626	4	0.9602
I	14.0	16.7	13.5	15.7	15.3	15.0	2.940	4	0.5680
K	2.2	.6	1.1	1.8	2.7	1.6	7.648	4	0.1054

X111 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	483	441	440	648	579	2591	X	DF	P
J	30.0	28.3	28.1	27.9	27.7	28.3	0.832	4	0.9342
A	55.9	56.9	58.9	58.6	59.1	58.0	1.600	4	0.8087
L	33.3	33.8	34.6	35.8	38.5	35.4	4.047	4	0.3997
M	19.5	21.1	22.5	23.9	29.0	23.5	15.912	4	0.0031
C	31.1	31.5	33.4	31.3	36.3	32.8	4.870	4	0.3009
D	6.2	5.2	4.3	4.5	4.2	4.8	3.169	4	0.5299
E	7.0	7.0	4.8	5.9	5.2	5.9	3.656	4	0.4546
F	29.0	34.5	33.4	37.4	37.3	34.6	11.036	4	0.0262
G	12.0	12.7	13.9	12.0	11.9	12.4	1.171	4	0.8829
H	27.3	26.8	27.5	26.9	30.2	27.8	2.298	4	0.6811
I	13.9	18.1	14.3	14.7	15.0	15.1	4.051	4	0.3992
K	1.5	2.0	2.1	1.7	1.2	1.7	1.651	4	0.7996

X111 BY AGE AT ACCESSIONING

N=	16-17	18	19	20-24	25-34	TOTAL	2		
	1236	631	285	395	112	2659	X	DF	P
J	27.8	27.5	24.9	31.5	42.0	28.6	14.090	4	0.0070
A	58.7	58.3	56.1	56.0	50.9	57.6	3.451	4	0.4854
L	36.3	35.8	33.3	32.7	30.4	35.1	3.384	4	0.4957
M	26.0	25.5	21.1	17.0	11.6	23.4	24.838	4	0.0001
C	33.4	33.4	35.1	29.1	27.7	32.7	4.771	4	0.3116
D	3.9	4.9	3.9	6.3	10.7	4.8	13.496	4	0.0091
E	5.2	5.9	7.0	5.8	9.8	5.8	4.941	4	0.2934
F	36.4	40.4	39.3	23.5	9.8	34.6	65.675	4	0.0001
G	11.4	11.3	10.9	18.0	8.0	12.2	15.882	4	0.0032
H	30.7	30.7	22.5	21.8	8.9	27.6	38.983	4	0.0001
I	15.9	15.7	14.0	13.7	8.0	15.0	6.103	4	0.1916
K	1.7	1.0	1.8	2.3	1.8	1.6	2.952	4	0.5658

X112 -- RECALL NAVY ADVERTISING

DO YOU REMEMBER SEEING, HEARING, OR RECEIVING ANY NAVY ADVERTISING  
OR PROMOTIONAL MATERIALS BEFORE YOU ENLISTED?

- J NO - GO TO QUESTION #113
- A YES - ON TELEVISION
- L YES - IN MAGAZINES YOU SUBSCRIBE TO OR BUY
- M YES - IN MAGAZINES YOU RECEIVED AT SCHOOL
- C YES - ON THE RADIO
- D YES - IN THE HELP WANTED SECTION OF A NEWSPAPER
- E YES - IN OTHER PARTS OF THE NEWSPAPER
- F YES - IN THE MAIL
- G YES - IN A NAVY RECRUITING STATION
- H YES - AT SCHOOL
- I YES - FROM A FRIEND
- K YES - BUT NONE OF THE ABOVE

SURVEY ITEMS #: A139 B139 C139 D112 TOTAL NPS SURVEYED IS 2,703



X112 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL	2		
N=	1198	901	286	211	2596	X	DF	P
J	34.8	26.9	25.4	24.8	30.2	22.498	3	0.0001
A	51.3	59.8	59.1	60.2	55.8	18.863	3	0.0003
L	27.0	35.3	35.0	30.8	31.1	18.988	3	0.0003
M	18.4	22.3	23.8	18.5	20.3	7.575	3	0.0557
C	26.7	31.0	30.8	33.7	29.2	7.309	3	0.0627
D	4.8	3.9	4.6	5.7	4.6	1.783	3	0.6187
E	4.8	5.6	4.2	5.7	5.1	1.296	3	0.7300
F	28.2	32.1	38.1	37.9	31.4	15.966	3	0.0012
G	10.4	10.3	13.3	13.3	10.9	3.580	3	0.3105
H	20.1	27.8	27.6	25.1	24.0	19.042	3	0.0003
I	12.3	14.7	14.0	16.1	13.6	3.820	3	0.2816
K	2.4	2.0	3.5	2.4	2.4	2.102	3	0.5516

X112 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL	2		
N=	1498	350	1848	X	DF	P
J	26.9	26.6	26.9	0.022	1	0.8823
A	58.6	62.0	59.3	1.349	1	0.2454
L	33.7	35.1	34.0	0.259	1	0.6108
M	22.2	25.1	22.8	1.369	1	0.2420
C	31.8	33.1	32.1	0.220	1	0.6389
D	5.1	6.0	5.3	0.418	1	0.5181
E	5.5	7.7	6.0	2.394	1	0.1218
F	37.4	35.7	37.1	0.339	1	0.5606
G	12.0	12.0	12.0	0.000	1	0.9934
H	26.0	29.1	26.6	1.403	1	0.2362
I	14.2	12.9	14.0	0.438	1	0.5081
K	2.3	3.7	2.5	2.389	1	0.1222

## X112 BY BRIGADE

N=	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
	592	498	550	719	301	2660	X	DF	P
J	29.4	29.2	31.0	32.3	29.0	30.4	2.238	4	0.6920
A	58.5	56.8	54.0	53.0	56.5	55.5	4.887	4	0.2991
L	32.8	32.1	27.3	31.3	30.2	30.8	4.826	4	0.3057
M	21.1	21.9	17.8	20.3	19.6	20.2	3.196	4	0.5256
C	31.6	29.9	26.7	28.8	27.9	29.1	3.680	4	0.4510
D	5.6	3.0	4.0	4.9	5.3	4.6	5.100	4	0.2772
E	5.2	4.0	4.2	6.1	5.3	5.0	3.786	4	0.4358
F	29.4	31.9	31.8	33.9	27.2	31.4	5.781	4	0.2161
G	12.8	8.8	9.6	11.3	12.3	10.9	6.055	4	0.1951
H	25.2	24.5	22.2	23.2	24.9	23.9	1.865	4	0.7605
I	13.2	16.5	11.5	15.2	10.3	13.7	9.973	4	0.0409
K	3.0	.8	2.0	2.0	5.3	2.4	18.614	4	0.0009

X112 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	484	441	441	646	579	2591	X	DF	P
J	32.2	30.1	29.6	30.9	27.8	30.1	2.670	4	0.6144
A	54.6	52.8	58.5	56.7	57.2	56.0	3.763	4	0.4390
L	31.2	27.9	29.3	31.1	34.9	31.1	6.700	4	0.1526
M	17.4	18.8	20.6	19.5	24.7	20.3	10.377	4	0.0345
C	28.9	27.9	29.9	27.7	32.5	29.4	4.114	4	0.3908
D	5.6	5.7	4.5	4.5	3.1	4.6	5.168	4	0.2705
E	5.8	5.9	4.8	5.3	4.2	5.1	2.257	4	0.6886
F	28.3	29.3	28.3	33.3	35.9	31.4	11.567	4	0.0209
G	11.4	11.3	12.5	9.6	11.1	11.0	2.381	4	0.6661
H	21.3	24.7	24.9	22.8	26.4	24.0	4.715	4	0.3178
I	12.2	15.2	13.8	12.9	14.9	13.7	2.808	4	0.5904
K	2.7	3.0	2.7	1.7	2.4	2.4	2.230	4	0.6935

## X112 BY AGE AT ACCESSIONING

N=	16-17	18	19	20-24	25-34	TOTAL	2		
	1237	629	287	394	112	2659	X	DF	P
J	29.5	28.4	29.9	33.3	43.2	30.4	11.931	4	0.0179
A	57.1	55.5	50.5	55.3	51.8	55.5	4.749	4	0.3140
L	31.9	29.6	30.7	30.5	27.7	30.8	1.723	4	0.7865
M	20.5	22.6	20.6	17.3	12.5	20.2	8.518	4	0.0743
C	28.9	28.5	31.7	30.0	25.9	29.1	1.802	4	0.7722
D	3.5	3.7	4.9	7.4	10.7	4.6	21.474	4	0.0003
E	4.3	5.1	5.9	5.8	8.0	5.0	4.570	4	0.3343
F	34.1	34.2	35.5	21.6	8.9	31.4	52.723	4	0.0001
G	10.5	11.0	11.2	12.9	8.0	10.9	2.842	4	0.5846
H	26.7	25.1	20.6	19.8	8.0	23.8	26.707	4	0.0001
I	15.1	14.3	14.6	9.1	7.1	13.7	13.556	4	0.0089
K	1.9	3.2	2.4	3.1	.0	2.4	6.274	4	0.1796

X113      -- RECALL MARINE CORPS ADVERTISING

DO YOU REMEMBER SEEING, HEARING, OR RECEIVING ANY MARINE CORPS  
ADVERTISING OR PROMOTIONAL MATERIALS BEFORE YOU ENLISTED?

- J NO - GO TO QUESTION #114
- A YES - ON TELEVISION
- L YES - IN MAGAZINES YOU SUBSCRIBE TO OR BUY
- M YES - IN MAGAZINES YOU RECEIVED AT SCHOOL
- C YES - ON THE RADIO
- D YES - IN THE HELP WANTED SECTION OF A NEWSPAPER
- E YES - IN OTHER PARTS OF THE NEWSPAPER
- F YES - IN THE MAIL
- G YES - IN A MARINE CORPS RECRUITING STATION
- H YES - AT SCHOOL
- I YES - FROM A FRIEND
- K YES - BUT NONE OF THE ABOVE

SURVEY ITEMS #: A140 B140 C140 D113      TOTAL NPS SURVEYED IS 2,703

X113 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL	2		
N=	1197	902	286	210	2595	X	DF	P
J	30.7	27.3	25.4	28.6	28.8	4.643	3	0.1999
A	55.7	61.0	60.1	56.7	58.1	6.509	3	0.0893
L	26.2	35.9	35.3	32.9	31.1	25.672	3	0.0001
M	19.1	24.6	25.2	17.6	21.5	13.582	3	0.0035
C	28.7	29.2	26.6	30.5	28.8	1.045	3	0.7903
D	4.0	3.6	3.9	6.7	4.1	4.325	3	0.2284
E	4.9	5.3	3.2	6.7	5.0	3.567	3	0.3121
F	30.7	30.7	35.0	34.8	31.5	3.280	3	0.3504
G	10.5	12.4	13.6	13.3	11.8	3.604	3	0.3076
H	20.8	28.7	24.5	21.0	24.0	18.820	3	0.0003
I	14.0	16.1	14.3	18.6	15.1	4.004	3	0.2610
K	2.7	1.7	2.5	2.9	2.3	2.674	3	0.4447

X113 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL	2		
N=	1498	350	1848	X	DF	P
J	25.2	23.6	24.9	0.426	1	0.5140
A	61.9	60.6	61.6	0.206	1	0.6497
L	35.4	34.6	35.2	0.081	1	0.7754
M	24.4	25.4	24.6	0.152	1	0.6970
C	31.3	30.9	31.2	0.027	1	0.8697
D	4.2	6.0	4.6	2.105	1	0.1468
E	5.7	7.1	6.0	1.093	1	0.2958
F	37.8	38.0	37.8	0.006	1	0.9401
G	13.6	12.3	13.3	0.394	1	0.5303
H	26.4	29.1	26.9	1.111	1	0.2919
I	16.6	14.9	16.2	0.602	1	0.4379
K	2.5	3.7	2.7	1.669	1	0.1964



X113

## BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	592	498	549	718	301	2658	X	DF	P
J	25.9	27.9	31.0	31.7	24.8	28.8	9.031	4	0.0603
A	60.6	58.6	56.1	55.9	58.8	57.8	3.995	4	0.4066
L	33.1	28.9	30.2	32.0	29.2	31.0	3.187	4	0.5270
M	23.1	21.1	21.0	20.9	20.9	21.4	1.309	4	0.8598
C	32.4	27.5	27.5	28.3	26.9	28.7	5.286	4	0.2592
D	4.4	3.6	3.6	4.2	4.7	4.1	0.961	4	0.9156
E	4.9	3.6	4.4	6.3	5.7	5.0	5.172	4	0.2701
F	30.7	32.1	32.1	33.0	26.3	31.4	4.927	4	0.2948
G	13.9	8.8	10.2	12.7	14.3	11.9	10.177	4	0.0376
H	26.5	22.5	25.1	21.9	23.3	23.9	4.946	4	0.2929
I	16.6	15.3	14.2	15.7	11.6	15.1	4.393	4	0.3554
K	2.4	2.0	2.4	2.5	3.7	2.5	2.236	4	0.6925

## X113 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	483	441	441	648	578	2591	X	DF	P
J	29.8	30.1	26.1	27.6	29.4	28.6	2.622	4	0.6229
A	58.2	55.3	61.9	57.6	57.6	58.1	4.144	4	0.3869
L	31.1	28.6	32.4	31.6	31.5	31.1	1.805	4	0.7715
M	19.3	19.3	21.1	21.6	24.6	21.3	6.002	4	0.1990
C	29.8	27.2	28.8	28.2	29.4	28.7	0.982	4	0.9125
D	4.6	5.0	3.6	3.7	3.5	4.0	2.247	4	0.6905
E	5.0	5.4	4.5	4.5	5.7	5.0	1.365	4	0.8503
F	27.1	29.5	31.5	33.6	33.2	31.3	7.256	4	0.1230
G	14.3	12.5	9.5	11.9	10.9	11.8	5.704	4	0.2224
H	20.1	23.4	24.9	23.3	27.2	23.9	7.723	4	0.1023
I	14.3	14.7	16.6	13.7	16.8	15.2	3.218	4	0.5220
K	2.5	2.0	3.6	2.3	2.1	2.5	3.230	4	0.5201

X113 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1238	629	285	393	112	2657	X	DF	P
J	29.3	26.9	23.4	31.5	38.7	28.8	11.986	4	0.0175
A	58.3	58.0	57.5	57.3	53.6	57.8	1.028	4	0.9056
L	33.0	29.1	33.0	27.0	29.5	31.0	6.910	4	0.1407
M	22.9	21.1	23.9	17.8	13.4	21.4	9.889	4	0.0423
C	28.4	27.0	33.3	29.3	29.5	28.8	4.008	4	0.4050
D	3.6	4.1	4.2	4.6	7.1	4.1	3.840	4	0.4281
E	4.8	4.9	4.2	5.6	8.0	5.0	2.989	4	0.5596
F	32.8	34.2	40.4	23.2	6.3	31.4	59.279	4	0.0001
G	11.6	11.8	15.1	12.0	8.0	11.9	4.516	4	0.3407
H	27.1	23.7	23.5	18.6	8.0	23.8	28.514	4	0.0001
I	15.3	16.5	17.5	13.2	4.5	15.1	13.345	4	0.0097
K	2.0	3.5	2.5	2.3	2.7	2.5	3.851	4	0.4266

X114      -- RECALL ARMY ADVERTISING

DO YOU REMEMBER SEEING, HEARING, OR RECEIVING ANY ARMY ADVERTISING OR  
PROMOTIONAL MATERIALS BEFORE YOU ENLISTED?

- J   NO - GO TO QUESTION #117
- A   YES - ON TELEVISION
- L   YES - IN MAGAZINES YOU SUBSCRIBE TO OR BUY
- M   YES - IN MAGAZINES YOU RECEIVED AT SCHOOL
- C   YES - ON THE RADIO
- D   YES - IN THE HELP WANTED SECTION OF A NEWSPAPER
- E   YES - IN OTHER PARTS OF THE NEWSPAPER
- F   YES - IN THE MAIL
- G   YES - IN AN ARMY RECRUITING STATION
- H   YES - AT SCHOOL
- I   YES - FROM A FRIEND
- K   YES - BUT NONE OF THE ABOVE

SURVEY ITEMS #:   A141   B141   C141   D114      TOTAL NPS SURVEYED IS 2,703

X114 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL	2		
N=	1192	902	285	209	2588	X	DF	P
J	9.6	8.3	8.9	3.4	8.6	8.662	3	0.0341
A	75.8	80.6	80.7	79.9	78.3	8.639	3	0.0345
L	45.8	56.7	56.1	53.6	51.4	27.856	3	0.0001
M	32.9	43.1	42.1	39.2	38.0	25.472	3	0.0001
C	54.9	60.9	55.1	59.3	57.3	8.494	3	0.0368
D	12.6	11.8	11.2	12.0	12.1	0.573	3	0.9026
E	11.5	12.5	11.9	12.4	12.0	0.567	3	0.9039
F	42.5	51.0	53.3	57.4	47.8	28.612	3	0.0001
G	42.0	47.2	44.6	51.7	44.9	9.835	3	0.0200
H	40.1	52.9	49.5	54.6	46.8	40.747	3	0.0001
I	31.0	35.4	34.0	40.2	33.6	8.853	3	0.0313
K	2.5	2.9	2.8	4.8	2.9	3.297	3	0.3480

X114 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL	2		
N=	1494	348	1842	X	DF	P
J	8.4	6.4	8.0	1.482	1	0.2235
A	79.3	81.6	79.8	0.918	1	0.3380
L	54.4	51.7	53.9	0.824	1	0.3640
M	40.6	44.0	41.3	1.296	1	0.2549
C	58.6	59.5	58.7	0.098	1	0.7548
D	12.6	12.1	12.5	0.068	1	0.7936
E	13.0	14.1	13.2	0.296	1	0.5866
F	52.7	50.0	52.2	0.852	1	0.3560
G	46.8	46.3	46.7	0.031	1	0.8603
H	49.0	51.4	49.5	0.673	1	0.4121
I	33.8	35.6	34.2	0.420	1	0.5167
K	2.7	4.6	3.0	3.531	1	0.0602

X114 BY BRIGADE

N=	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
	591	494	547	719	298	2649	X	DF	P
J	6.0	6.7	10.5	9.8	11.0	8.7	13.022	4	0.0112
A	81.1	79.4	75.3	76.8	76.5	77.9	6.983	4	0.1368
L	51.8	54.3	48.1	51.5	48.3	51.0	5.014	4	0.2859
M	39.9	39.3	35.7	38.1	33.6	37.7	4.981	4	0.2893
C	60.2	54.7	54.7	57.9	55.7	56.9	5.258	4	0.2619
D	15.2	11.5	9.5	11.8	11.7	12.0	9.161	4	0.0572
E	12.9	10.7	11.0	13.1	10.7	11.9	2.948	4	0.5666
F	46.5	49.6	46.3	51.9	39.6	47.7	14.366	4	0.0062
G	45.0	46.4	41.3	46.2	42.6	44.6	4.238	4	0.3748
H	45.9	48.2	45.2	47.0	46.0	46.5	1.163	4	0.8841
I	32.5	36.8	30.9	35.7	29.9	33.6	7.795	4	0.0994
K	2.5	2.0	3.1	3.2	3.7	2.9	2.613	4	0.6245

## X114 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	478	441	441	646	577	2583	X	DF	P
J	8.9	9.9	9.9	8.6	6.0	8.6	6.710	4	0.1521
A	77.6	76.0	78.0	77.7	82.0	78.4	6.298	4	0.1779
L	49.0	46.5	51.9	52.5	55.8	51.5	10.240	4	0.0366
M	32.6	34.7	36.1	39.3	44.7	37.9	20.117	4	0.0005
C	53.1	55.3	58.1	57.1	61.7	57.3	8.753	4	0.0676
D	14.0	13.6	10.0	11.2	12.0	12.1	5.030	4	0.2843
E	11.9	11.6	10.9	12.1	13.0	12.0	1.149	4	0.8864
F	41.8	42.9	45.8	52.3	53.2	47.9	23.872	4	0.0001
G	43.3	43.5	40.8	46.6	47.3	44.6	5.838	4	0.2116
H	40.8	46.5	45.6	47.7	51.5	46.7	12.457	4	0.0143
I	29.9	35.4	32.0	35.0	36.1	33.8	6.073	4	0.1938
K	2.5	3.9	2.7	2.5	3.1	2.9	2.243	4	0.6912



X114 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1235	625	283	393	112	2648	X	DF	P
J	9.2	6.9	5.5	10.3	14.8	8.7	12.826	4	0.0122
A	79.0	76.8	78.5	77.1	72.3	77.9	3.568	4	0.4677
L	53.7	50.1	49.8	46.8	44.6	51.0	8.489	4	0.0752
M	41.8	40.2	37.8	27.5	14.3	37.7	53.993	4	0.0001
C	57.9	56.2	60.1	55.0	49.1	56.9	5.174	4	0.2699
D	10.1	10.2	16.6	15.0	21.4	12.1	24.369	4	0.0001
E	11.7	9.4	13.8	13.0	18.8	11.9	10.043	4	0.0397
F	51.5	51.7	55.8	34.9	8.9	47.7	112.059	4	0.0001
G	47.0	43.0	47.4	40.7	33.0	44.6	12.740	4	0.0126
H	52.0	47.8	47.4	34.1	18.8	46.5	74.442	4	0.0001
I	36.6	33.3	32.9	28.5	21.4	33.6	17.104	4	0.0018
K	3.2	2.6	2.5	2.3	3.6	2.9	1.650	4	0.7998

X115 -- RESPOND TO ADVERTISEMENTS

HOW DID YOU RESPOND TO THESE ADVERTISEMENTS?

- D IMPUTED: RESPONDED TO ARMY ADVERTISING
- A BY SENDING IN A CARD
- B BY CALLING A TOLL-FREE NUMBER
- C BY CONTACTING AN ARMY RECRUITER
- E NONE OF THE ABOVE

SURVEY ITEMS #: A143 B143 C143 D116 TOTAL NPS SURVEYED IS 2,703

X115 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL	2		
N=	1189	901	286	208	2584	X	DF	P
D	44.6	52.9	56.6	55.8	49.7	24.857	3	0.0001
A	22.5	34.1	34.6	37.0	29.1	46.173	3	0.0001
B	3.4	4.8	5.2	6.3	4.3	5.567	3	0.1347
C	22.6	24.8	25.5	26.0	24.0	2.315	3	0.5096
E	5.8	4.1	6.6	5.8	5.3	4.275	3	0.2333

X115 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL	2		
N=	1492	347	1839	X	DF	P
D	51.3	48.7	50.8	0.744	1	0.3883
A	31.6	32.3	31.8	0.053	1	0.8172
B	4.0	6.1	4.4	2.756	1	0.0969
C	24.1	18.4	23.1	5.129	1	0.0235
E	5.2	4.6	5.1	0.211	1	0.6461

## X115 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	593	493	545	717	299	2647	X	DF	P
D	50.4	54.0	50.1	48.8	42.5	49.7	10.196	4	0.0373
A	30.2	30.8	27.3	30.7	21.7	28.9	10.589	4	0.0316
B	4.4	6.1	3.1	3.8	4.0	4.2	6.298	4	0.1780
C	23.3	25.8	27.0	22.3	20.1	23.9	7.306	4	0.1206
E	4.6	6.1	5.3	5.3	6.0	5.4	1.533	4	0.8209

## X115 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	481	437	442	644	578	2582	X	DF	P
D	50.5	45.3	43.4	52.2	54.3	49.7	16.954	4	0.0020
A	23.9	27.2	25.8	30.6	35.8	29.1	22.674	4	0.0001
B	3.5	4.1	3.4	4.4	5.2	4.2	2.704	4	0.6086
C	24.3	19.7	22.6	27.8	23.2	23.9	10.268	4	0.0362
E	7.1	5.7	4.1	4.5	5.4	5.3	5.292	4	0.2586

## X115 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1231	629	283	390	113	2646	X	DF	P
D	53.6	50.1	47.0	42.1	38.1	49.7	23.669	4	0.0001
A	35.3	27.3	30.0	17.7	3.5	28.9	84.931	4	0.0001
B	4.6	4.6	3.2	2.8	5.3	4.2	3.717	4	0.4456
C	24.7	24.2	18.0	24.6	25.7	23.9	6.135	4	0.1893
E	4.5	6.1	5.7	6.9	5.3	5.4	4.442	4	0.3495

X140 -- TYPE OF RADIO LISTEN TO

WHAT TYPE OF RADIO DO YOU LISTEN TO?

- A I DON'T REGULARLY LISTEN TO RADIO - GO TO QUESTION #122
- B FM AT HOME
- C FM/STEREO AT HOME
- D AM AT HOME
- K AM/STEREO AT HOME
- E FM IN THE CAR
- F FM/STEREO IN THE CAR
- G AM IN THE CAR
- L AM/STEREO IN THE CAR

SURVEY ITEMS #: A144 B144 C144 D117 TOTAL NPS SURVEYED IS 2,703

X140 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL	2		
N=	1199	907	286	210	2602	X	DF	P
A	4.0	3.7	6.0	5.8	4.3	4.261	3	0.2346
B	16.1	13.9	16.4	12.4	15.1	3.574	3	0.3113
C	68.3	71.1	65.0	70.0	69.1	4.364	3	0.2248
D	3.1	2.9	4.6	3.3	3.2	2.065	3	0.5591
K	3.2	1.9	2.5	3.3	2.7	3.792	3	0.2848
E	9.8	9.0	9.4	11.9	9.7	1.666	3	0.6444
F	44.1	45.5	42.0	49.1	44.8	2.888	3	0.4092
G	3.0	3.3	3.5	4.8	3.3	1.771	3	0.6213
L	2.7	1.5	2.5	3.8	2.3	5.075	3	0.1664

X140 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL	2		
N=	1502	351	1853	X	DF	P
A	4.0	3.7	3.9	0.058	1	0.8103
B	12.9	16.8	13.7	3.657	1	0.0558
C	70.3	73.2	70.9	1.169	1	0.2796
D	3.0	3.1	3.0	0.018	1	0.8919
K	1.7	2.0	1.7	0.182	1	0.6693
E	8.7	10.0	9.0	0.545	1	0.4604
F	49.5	48.2	49.3	0.219	1	0.6401
G	3.0	3.7	3.1	0.470	1	0.4930
L	1.9	2.3	2.0	0.177	1	0.6744

## X140 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	596	497	550	721	302	2666	X	DF	P
A	3.6	3.2	4.6	4.0	6.5	4.2	5.823	4	0.2128
B	17.6	14.1	13.1	16.0	15.6	15.3	5.344	4	0.2538
C	73.2	69.4	67.6	68.0	64.9	69.0	8.060	4	0.0894
D	2.2	4.0	3.6	2.8	4.3	3.2	4.992	4	0.2881
K	1.3	3.2	4.2	1.8	3.6	2.7	12.673	4	0.0130
E	11.2	8.5	9.6	8.6	10.9	9.6	4.033	4	0.4015
F	42.5	45.7	47.8	45.5	41.4	44.9	5.065	4	0.2807
G	2.2	2.8	4.4	2.9	5.3	3.3	8.766	4	0.0672
L	2.0	3.0	2.9	1.7	2.0	2.3	3.712	4	0.4464

## X140 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	483	440	445	649	580	2597	X	DF	P
A	4.2	5.5	4.1	3.3	3.9	4.1	3.470	4	0.4825
B	16.4	17.7	14.2	13.9	15.5	15.4	3.871	4	0.4237
C	68.3	66.6	71.0	71.2	68.1	69.2	3.788	4	0.4354
D	3.1	3.4	3.8	3.1	2.6	3.2	1.366	4	0.8501
K	3.7	3.2	2.3	2.0	2.4	2.7	4.100	4	0.3926
E	9.9	9.3	9.0	9.6	9.8	9.6	0.326	4	0.9881
F	39.1	42.5	46.1	50.1	45.2	45.0	14.806	4	0.0051
G	3.1	2.3	4.0	2.9	3.6	3.2	2.751	4	0.6003
L	2.1	1.8	2.9	1.9	2.8	2.3	2.483	4	0.6476

## X140 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1239	632	288	394	112	2665	X	DF	P
A	3.9	4.7	4.6	3.1	6.4	4.2	3.253	4	0.5164
B	13.8	14.6	17.7	17.8	22.3	15.4	9.787	4	0.0442
C	71.4	66.1	67.7	70.1	58.0	69.0	12.325	4	0.0151
D	2.5	3.3	3.8	4.1	6.3	3.2	6.582	4	0.1597
K	2.3	2.2	3.1	4.1	2.7	2.7	4.192	4	0.3807
E	7.5	9.8	10.8	11.9	21.4	9.6	27.145	4	0.0001
F	46.3	40.2	49.0	44.7	46.4	44.9	8.608	4	0.0717
G	2.7	3.3	3.1	4.8	4.5	3.3	4.563	4	0.3352
L	1.9	2.1	1.4	4.8	1.8	2.3	13.665	4	0.0084

T221 -- TIMES REGULARLY LISTEN TO WEEKDAY RADIO

WHEN DO YOU REGULARLY LISTEN TO THE RADIO DURING THE WEEK-MONDAYS THROUGH FRIDAYS?

- A MORNING - 6 AM TO 10 AM
- B DAYTIME - 10 AM TO 3 PM
- C LATE AFTERNOON - 3 PM TO 7 PM
- D EVENINGS - 7 PM TO MIDNIGHT
- E OVERNIGHT - MIDNIGHT TO 6 AM
- F I DON'T REGULARLY LISTEN TO THE RADIO DURING THE WEEK
- G IMPUTED: DON'T REGULARLY LISTEN TO RADIO, VALID SKIP

SURVEY ITEMS #: A145 B145 C145 D118 TOTAL NPS SURVEYED IS 2,703

T221 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL	2		
N=	1186	897	280	208	2571	X	DF	P
A	37.7	41.7	43.6	40.9	40.0	5.264	3	0.1534
B	33.4	20.0	16.4	27.9	26.4	63.542	3	0.0001
C	49.0	53.9	48.9	51.0	50.8	5.281	3	0.1523
D	63.7	67.7	65.7	60.6	65.0	5.600	3	0.1327
E	25.0	22.6	16.1	24.0	23.1	10.503	3	0.0147
F	4.6	4.9	3.9	6.3	4.8	1.565	3	0.6674
G	4.0	3.7	6.1	5.8	4.2	4.431	3	0.2185

T221 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL	2		
N=	1481	348	1829	X	DF	P
A	40.0	45.1	41.0	2.999	1	0.0833
B	25.6	25.0	25.5	0.052	1	0.8200
C	51.6	53.7	52.0	0.521	1	0.4703
D	65.7	69.3	66.4	1.595	1	0.2066
E	21.7	23.3	22.0	0.386	1	0.5345
F	5.0	2.9	4.6	2.950	1	0.0859
G	4.0	3.7	3.9	0.046	1	0.8304

## T221 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	583	497	542	712	297	2631	X	DF	P
A	41.2	36.8	41.3	38.8	41.8	39.8	3.614	4	0.4607
B	28.8	27.0	26.0	25.6	25.3	26.6	2.264	4	0.6873
C	49.2	47.5	53.0	54.2	46.1	50.7	9.659	4	0.0466
D	67.9	64.6	66.6	65.2	57.6	65.1	10.048	4	0.0396
E	24.2	23.9	23.4	22.3	20.9	23.1	1.683	4	0.7938
F	3.8	5.5	4.1	4.4	8.5	4.9	11.115	4	0.0253
G	3.6	3.2	4.6	3.9	6.4	4.1	5.678	4	0.2245

## T221 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	473	436	440	641	574	2564	X	DF	P
A	42.3	36.5	40.9	37.1	42.5	39.8	7.128	4	0.1293
B	27.5	28.2	27.7	25.9	24.2	26.5	2.886	4	0.5771
C	48.8	47.7	53.6	53.2	50.7	51.0	5.261	4	0.2615
D	63.4	64.5	64.3	67.7	65.2	65.2	2.692	4	0.6107
E	26.9	23.4	20.0	21.7	24.6	23.3	7.471	4	0.1130
F	4.3	5.3	4.6	5.5	4.4	4.8	1.512	4	0.8246
G	4.2	5.5	4.1	3.3	3.8	4.1	3.422	4	0.4898

## T221 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1225	626	280	390	109	2630	X	DF	P
A	40.2	38.3	38.2	40.0	47.7	39.8	3.769	4	0.4381
B	22.3	27.5	33.9	33.6	25.7	26.6	29.447	4	0.0001
C	55.1	47.1	48.9	46.7	40.4	50.7	20.244	4	0.0004
D	68.8	67.9	63.9	57.4	38.5	65.1	53.731	4	0.0001
E	24.1	23.3	23.2	23.1	11.0	23.1	9.649	4	0.0468
F	4.0	5.5	4.7	6.2	6.5	4.9	4.498	4	0.3428
G	3.9	4.6	4.6	3.1	6.4	4.1	3.250	4	0.5169

T222 -- TIMES REGULARLY LISTEN TO WEEKEND RADIO

WHEN DO YOU REGULARLY LISTEN TO THE RADIO DURING THE WEEKEND-SATURDAYS AND SUNDAYS?

- A MORNINGS - 6 AM TO 10 AM
- B DAYTIME - 10 AM TO 3 PM
- C LATE AFTERNOON - 3 PM TO 7 PM
- D EVENINGS - 7 PM TO MIDNIGHT
- E OVERNIGHT - MIDNIGHT TO 6 AM
- F I DON'T REGULARLY LISTEN TO THE RADIO DURING THE WEEKEND
- G IMPUTED: DON'T REGULARLY LISTEN TO RADIO, VALID SKIP

SURVEY ITEMS #: A146 B146 C146 D119 TOTAL NPS SURVEYED IS 2,703

T222 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL	2		
N=	1194	906	285	208	2593	X	DF	P
A	26.7	33.7	32.6	32.2	30.2	13.219	3	0.0042
B	44.6	48.8	47.4	41.8	46.1	5.488	3	0.1394
C	48.7	51.2	47.4	46.6	49.3	2.492	3	0.4767
D	62.6	63.7	61.1	63.5	62.9	0.741	3	0.8634
E	31.2	32.7	27.4	28.9	31.1	3.398	3	0.3343
F	7.7	8.0	6.7	8.2	7.8	0.592	3	0.8983
G	3.9	3.6	6.0	5.8	4.2	4.382	3	0.2231

T222 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL	2		
N=	1496	351	1847	X	DF	P
A	30.1	30.2	30.1	0.002	1	0.9650
B	46.1	47.0	46.2	0.104	1	0.7474
C	50.3	49.3	50.1	0.109	1	0.7411
D	63.2	64.7	63.5	0.253	1	0.6147
E	29.3	34.8	30.4	3.939	1	0.0472
F	8.5	7.4	8.3	0.395	1	0.5296
G	3.9	3.7	3.9	0.044	1	0.8343



## T222 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	589	498	552	717	300	2656	X	DF	P
A	34.5	28.7	29.0	27.2	31.0	29.9	9.085	4	0.0590
B	45.5	46.8	45.8	46.2	44.3	45.9	0.512	4	0.9724
C	48.1	49.4	50.7	49.7	47.7	49.3	1.172	4	0.8826
D	63.5	63.3	63.2	64.4	54.7	62.7	9.484	4	0.0501
E	31.8	31.1	32.1	30.4	28.0	30.9	1.825	4	0.7679
F	8.2	5.8	8.9	7.4	11.1	8.0	8.043	4	0.0900
G	3.6	3.2	4.5	3.9	6.3	4.1	5.553	4	0.2351

## T222 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	483	440	441	648	578	2590	X	DF	P
A	29.8	25.0	28.6	30.1	34.6	29.9	11.516	4	0.0213
B	42.7	45.2	50.8	45.1	46.9	46.0	6.779	4	0.1481
C	43.5	48.4	51.0	53.4	49.5	49.4	11.551	4	0.0210
D	58.4	60.2	63.7	65.1	64.7	62.7	7.813	4	0.0987
E	33.1	32.1	29.9	29.0	31.8	31.1	2.854	4	0.5826
F	8.3	9.6	6.2	9.6	6.5	8.1	7.571	4	0.1086
G	4.1	5.5	4.1	3.2	3.8	4.1	3.422	4	0.4898

## T222 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1237	632	283	392	111	2655	X	DF	P
A	32.6	27.9	26.9	27.3	27.9	29.9	8.234	4	0.0834
B	47.5	45.6	45.9	44.6	33.3	45.9	8.667	4	0.0700
C	52.8	46.8	48.1	47.7	32.4	49.3	20.769	4	0.0004
D	65.2	63.6	67.5	53.6	48.7	62.7	29.738	4	0.0001
E	32.4	30.9	31.8	29.6	17.1	30.9	11.626	4	0.0204
F	8.0	6.7	6.4	10.5	11.8	8.0	7.924	4	0.0944
G	3.9	4.6	4.6	3.1	6.3	4.1	3.157	4	0.5320

T691 -- AVERAGE NUMBER HRS/WK LISTENING TO RADIO

WHAT IS THE AVERAGE NUMBER OF HOURS PER WEEK THAT YOU  
SPEND LISTENING TO RADIO?

- 1 2 HOURS OR LESS PER WEEK
- 2 3 TO 5 HOURS PER WEEK
- 3 6 TO 10 HOURS PER WEEK
- 4 11 TO 15 HOURS PER WEEK
- 5 16 TO 20 HOURS PER WEEK
- 6 MORE THAN 20 HOURS PER WEEK
- 8 I DON'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A147 B147 C147 D120 TOTAL NPS SURVEYED IS 2,703

T691 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1193	906	286	210	2595
1	7.3	5.3	7.7	5.7	6.5
2	12.9	13.9	18.2	17.1	14.2
3	17.9	22.5	17.5	16.7	19.4
4	14.1	14.2	15.0	17.6	14.5
5	13.8	12.7	12.9	12.9	13.3
6	30.0	27.7	22.7	24.3	27.9
8	3.9	3.6	5.9	5.7	4.2
TOTAL	99.9	99.9	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	29.046	18	0.0478

T691 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1499	350	1849
1	6.8	3.7	6.2
2	14.2	14.3	14.2
3	20.8	18.6	20.3
4	14.6	16.6	15.0
5	12.4	13.1	12.6
6	27.3	30.0	27.8
8	3.9	3.7	3.9
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	6.658	6	0.3537

T691 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	591	499	549	719	300	2658
1	6.1	6.6	5.8	5.3	11.0	6.5
2	13.5	13.2	15.3	13.4	16.3	14.1
3	20.3	19.0	18.0	20.7	17.7	19.4
4	15.9	13.6	12.9	16.1	12.7	14.6
5	12.2	14.4	12.9	12.2	16.0	13.2
6	28.4	29.9	30.4	28.4	20.0	28.1
8	3.6	3.2	4.6	3.9	6.3	4.1
TOTAL	100.0	99.9	99.9	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	37.176	24	0.0420

T691 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	482	440	444	648	578	2592
1	6.4	6.1	4.7	8.0	6.1	6.4
2	13.9	17.3	12.2	15.3	12.6	14.2
3	18.3	19.1	19.8	19.4	20.4	19.4
4	15.6	14.8	16.4	13.9	13.0	14.6
5	16.6	11.4	13.3	11.3	14.5	13.4
6	25.1	25.9	29.5	28.9	29.6	27.9
8	4.2	5.5	4.1	3.2	3.8	4.1
TOTAL	100.1	100.1	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	28.132	24	0.2545

T691 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1237	630	285	393	112	2657
1	5.7	7.1	5.3	7.1	12.5	6.5
2	13.9	12.5	13.7	17.1	16.1	14.1
3	19.9	18.1	17.5	20.4	22.3	19.4
4	14.9	13.7	13.7	15.3	16.1	14.6
5	12.5	15.6	14.4	9.7	17.0	13.2
6	29.3	28.4	30.9	27.5	9.8	28.2
8	3.9	4.6	4.6	3.1	6.3	4.1
TOTAL	100.1	100.0	100.1	100.2	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	41.580	24	0.0144

T276 -- TIME ZONE LIVING AT CONTRACTING

WHAT TIME ZONE DID YOU LIVE IN WHEN YOU SIGNED YOUR CONTRACT?

- 1 EASTERN
- 2 CENTRAL
- 3 MOUNTAIN
- 4 PACIFIC
- 5 OTHER TIME ZONE (E.G., ALASKA)
- 8 I DON'T KNOW

SURVEY ITEMS #: A149 B149 C149 D122 TOTAL NPS SURVEYED IS 2,703

T276 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1195	904	284	707	2590
1	37.0	39.3	42.6	33.8	38.2
2	38.7	41.3	36.3	42.0	39.6
3	5.4	5.2	4.2	6.3	5.3
4	10.2	5.8	10.2	9.2	8.6
5	.4	.3	.4	1.5	.5
8	8.3	8.2	6.3	7.3	8.0
TOTAL	100.0	100.1	100.0	100.1	100.2

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	25.474	15	0.0439

T276 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1495	352	1847
1	36.3	50.6	39.0
2	44.0	24.2	40.2
3	5.6	4.3	5.3
4	7.6	12.5	8.5
5	.5	.3	.5
8	6.1	8.2	6.5
TOTAL	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	54.404	5	0.0001

## T276 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	595	495	551	714	299	2654
1	89.9	62.2	2.4	21.9	1.3	38.3
2	2.5	25.9	74.8	67.7	2.7	39.4
3	.2	1.2	11.6	.3	21.7	5.2
4	1.5	1.4	2.2	1.1	64.2	8.6
5	.0	.4	.2	.0	3.0	.5
8	5.9	8.9	8.9	9.1	7.0	8.1
TOTAL	100.0	100.0	100.1	100.1	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	3029.439	20	0.0001

## T276 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	484	437	441	650	578	2590
1	36.4	34.1	45.8	39.1	36.9	38.4
2	39.3	39.6	31.5	40.3	44.8	39.5
3	6.2	6.2	6.1	3.9	4.7	5.3
4	11.4	10.5	10.0	6.6	5.2	8.4
5	.6	.2	.0	.9	.4	.5
8	6.2	9.4	6.6	9.2	8.1	8.0
TOTAL	100.1	100.0	100.0	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	55.281	20	0.0001

## T276 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1229	630	287	393	114	2653
1	35.2	40.8	41.8	41.0	38.6	38.3
2	43.0	37.0	35.9	36.1	35.1	39.4
3	5.7	4.4	4.2	4.8	7.9	5.2
4	7.7	7.8	11.2	9.7	13.2	8.6
5	.2	.5	.7	.8	.9	.5
8	8.2	9.5	6.3	7.6	4.4	8.1
TOTAL	100.0	100.0	100.1	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	31.575	20	0.0480

X690 -- AVERAGE NUMBER HRS/WK WATCHED TV

WHAT IS THE AVERAGE NUMBER OF HOURS PER WEEK THAT YOU  
SPEND WATCHING TELEVISION?

- 1 2 HOURS OR LESS PER WEEK
- 2 3 TO 5 HOURS PER WEEK
- 3 6 TO 10 HOURS PER WEEK
- 4 11 TO 15 HOURS PER WEEK
- 5 16 TO 20 HOURS PER WEEK
- 6 MORE THAN 20 HOURS PER WEEK
- 7 I DON'T WATCH ANY TELEVISION - GO TO Q #129

SURVEY ITEMS #: A150 B150 C150 D123 TOTAL NPS SURVEYED IS 2,703

X690 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1182	906	283	205	2576
1	7.9	8.2	12.0	8.3	8.5
2	21.9	22.4	16.3	23.4	21.6
3	25.9	26.8	30.0	28.8	26.9
4	17.9	15.0	19.1	16.1	16.9
5	10.7	12.5	7.1	8.3	10.8
6	12.6	13.1	11.7	14.2	12.8
7	3.1	2.0	3.9	1.0	2.6
TOTAL	100.0	100.0	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	28.649	18	0.0528

X690 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1491	349	1840
1	7.5	8.0	7.6
2	22.1	17.8	21.3
3	27.2	28.1	27.4
4	16.8	20.1	17.5
5	11.9	10.3	11.6
6	12.7	12.0	12.6
7	1.7	3.7	2.1
TOTAL	99.9	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	10.258	6	0.1142

## X690 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	587	494	549	714	295	2639
1	8.7	6.3	6.2	8.8	13.9	8.3
2	21.5	19.2	22.2	24.8	20.3	22.0
3	29.0	27.7	25.3	24.9	28.5	26.8
4	17.0	18.0	16.0	17.5	12.5	16.6
5	10.2	12.6	11.5	10.6	8.1	10.8
6	9.7	15.0	15.9	10.8	14.2	12.8
7	3.9	1.2	2.9	2.5	2.4	2.7
TOTAL	100.0	100.0	100.0	99.9	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	52.807	24	0.0006

## X690 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	481	437	438	646	576	2578
1	9.4	6.6	8.2	7.9	9.9	8.5
2	21.4	22.0	25.6	20.0	22.4	22.1
3	24.3	29.8	29.5	26.5	25.4	26.9
4	17.3	16.3	13.7	17.8	17.2	16.6
5	8.5	10.3	10.7	12.7	10.8	10.7
6	15.4	12.1	9.8	14.1	11.3	12.7
7	3.7	3.0	2.5	1.1	3.1	2.6
TOTAL	100.0	100.1	100.0	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	36.074	24	0.0540

## X690 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1229	623	284	391	111	2638
1	7.7	10.9	6.7	7.2	9.0	8.3
2	20.7	21.2	25.7	23.0	27.9	22.0
3	26.0	26.0	29.2	27.9	31.5	26.8
4	16.8	16.1	18.0	17.1	12.6	16.6
5	12.6	8.4	8.5	10.0	12.6	10.8
6	13.7	14.5	9.2	12.8	2.7	12.8
7	2.5	3.1	2.8	2.1	3.6	2.7
TOTAL	100.0	100.2	100.1	100.1	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	40.364	24	0.0195

X232 -- TIMES REGULARLY WATCH WEEKDAY TV

WHEN DO YOU REGULARLY WATCH TV DURING THE WEEK-MONDAYS THROUGH FRIDAYS?

- A MORNINGS - 6 AM TO 9 AM
- B DAYTIME - 9 AM TO 4 PM
- C LATE AFTERNOON - 4 PM TO 8 PM
- D PRIME TIME - 8 PM TO 11 PM
- E LATE NIGHT - 11 PM TO 1 AM
- F OVERNIGHT - 1 AM TO 6 AM
- G I DON'T REGULARLY WATCH TV DURING THE WEEK
- H IMPUTED: DON'T WATCH ANY TV

SURVEY ITEMS #: A151 B151 C151 D124 TOTAL NPS SURVEYED IS 2,703

X232 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL	2		
N=	1191	901	285	203	2580	X	DF	P
A	9.2	8.9	10.5	7.4	9.1	1.478	3	0.6874
B	20.8	16.2	8.8	22.7	18.0	27.799	3	0.0001
C	31.7	42.7	37.5	34.0	36.4	27.866	3	0.0001
D	59.5	67.3	70.2	60.6	63.5	19.809	3	0.0002
E	31.2	26.9	22.8	33.0	28.9	11.580	3	0.0090
F	7.1	6.3	4.6	7.9	6.6	3.113	3	0.3745
G	6.7	8.3	5.0	5.4	6.9	4.962	3	0.1746
H	3.1	2.0	3.9	1.0	2.6	6.277	3	0.0989

X232 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL	2		
N=	1486	350	1836	X	DF	P
A	9.5	8.6	9.3	0.282	1	0.5953
B	13.7	11.7	13.3	0.931	1	0.3345
C	39.4	32.9	38.1	5.090	1	0.0241
D	64.5	68.0	65.2	1.498	1	0.2209
E	30.2	30.3	30.2	0.001	1	0.9794
F	6.3	8.3	6.7	1.741	1	0.1870
G	7.4	6.9	7.3	0.076	1	0.7825
H	1.8	3.7	2.1	5.259	1	0.0218



## X232 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	588	494	551	711	297	2641	X	DF	P
A	8.0	9.7	9.6	7.9	11.8	9.1	5.170	4	0.2703
B	16.0	21.5	19.6	17.4	13.8	17.9	10.291	4	0.0358
C	27.7	40.3	40.8	36.6	37.4	36.3	27.183	4	0.0001
D	63.6	65.0	62.6	61.7	62.6	63.0	1.456	4	0.8344
E	33.3	30.2	29.2	27.3	21.2	28.9	15.482	4	0.0038
F	8.8	7.1	5.8	5.9	3.7	6.5	10.240	4	0.0366
G	8.4	6.7	5.9	7.6	6.5	7.1	3.401	4	0.4932
H	3.9	1.2	2.9	2.5	2.4	2.7	7.847	4	0.0974

## X232 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	479	437	438	648	575	2577	X	DF	P
A	10.0	9.2	5.5	11.1	8.0	8.9	11.548	4	0.0211
B	15.7	20.8	16.2	19.9	16.5	17.9	7.556	4	0.1093
C	31.7	34.6	34.3	41.1	36.0	35.9	11.942	4	0.0178
D	61.2	61.8	60.5	65.7	64.2	63.0	4.565	4	0.3350
E	32.2	29.5	27.2	29.2	26.3	28.8	5.152	4	0.2721
F	7.1	7.6	5.7	6.2	5.4	6.3	2.746	4	0.6013
G	6.9	6.9	8.1	7.3	6.3	7.1	1.317	4	0.8586
H	3.8	3.0	2.5	1.1	3.1	2.6	9.341	4	0.0531

## X232 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1228	626	283	392	111	2640	X	DF	P
A	9.3	9.6	7.1	9.2	8.1	9.1	1.778	4	0.7765
B	15.4	23.3	21.9	17.6	5.4	17.9	32.725	4	0.0001
C	44.2	32.0	29.0	27.8	21.6	36.3	67.572	4	0.0001
D	65.1	60.9	60.1	62.2	64.0	63.1	4.654	4	0.3247
E	27.2	28.0	36.0	32.4	22.5	28.9	13.559	4	0.0088
F	5.4	7.8	7.1	8.7	2.7	6.5	10.181	4	0.0375
G	7.0	7.4	5.0	7.0	12.6	7.1	7.092	4	0.1311
H	2.5	3.0	2.8	2.0	3.6	2.7	1.424	4	0.8401

X233 -- TIMES REGULARLY WATCH WEEKEND TV

WHEN DO YOU REGULARLY WATCH TV DURING THE WEEKEND-SATURDAYS AND SUNDAYS?

- A MORNINGS - 6 AM TO 9 AM
- B DAYTIME - 9 AM TO 4 PM
- C LATE AFTERNOON - 4 PM TO 8 PM
- D PRIME TIME - 8 PM TO 11 PM
- E LATE NIGHT - 11 PM TO 1 AM
- F OVERNIGHT - 1 AM TO 6 AM
- G I DON'T REGULARLY WATCH TV DURING THE WEEKEND
- H IMPUTED: DON'T WATCH ANY TV

SURVEY ITEMS #: A152 B152 C152 D125 TOTAL NPS SURVEYED IS 2,703

X233 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL	2		
N=	1191	904	284	202	2581	X	DF	P
A	15.5	17.5	20.8	14.4	16.7	5.746	3	0.1246
B	30.1	34.4	31.0	32.2	31.9	4.582	3	0.2051
C	25.9	29.8	28.5	23.3	27.3	5.858	3	0.1187
D	39.0	47.1	45.1	39.1	42.5	15.447	3	0.0015
E	34.4	35.7	34.2	30.7	34.6	1.913	3	0.5906
F	12.1	13.2	10.6	13.4	12.4	1.646	3	0.6490
G	16.3	17.1	14.6	19.6	16.7	2.282	3	0.5160
H	3.1	2.0	3.9	1.0	2.6	6.322	3	0.0970

X233 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL	2		
N=	1487	351	1838	X	DF	P
A	18.0	14.5	17.4	2.415	1	0.1201
B	33.0	34.5	33.2	0.296	1	0.5865
C	28.0	26.8	27.8	0.225	1	0.6349
D	44.2	40.5	43.5	1.605	1	0.2052
E	34.8	40.7	36.0	4.300	1	0.0381
F	12.6	15.4	13.2	1.867	1	0.1718
G	16.3	15.7	16.2	0.073	1	0.7876
H	1.8	3.7	2.1	5.227	1	0.0222

## X233 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	590	494	549	712	297	2642	X	DF	P
A	15.4	19.4	18.6	14.3	16.5	16.7	7.644	4	0.1055
B	29.0	36.2	33.0	30.3	29.6	31.6	8.313	4	0.0808
C	25.3	25.9	30.2	26.7	29.6	27.3	5.059	4	0.2813
D	40.7	46.8	42.8	37.8	46.5	42.1	12.771	4	0.0124
E	35.6	37.7	36.8	31.9	26.9	34.3	13.417	4	0.0094
F	12.7	13.0	13.3	11.8	9.8	12.3	2.732	4	0.6037
G	17.2	13.2	15.2	20.5	17.1	16.9	12.316	4	0.0151
H	3.9	1.2	2.9	2.5	2.4	2.7	7.799	4	0.0992

## X233 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	482	435	439	646	576	2578	X	DF	P
A	14.7	14.7	14.1	18.9	18.2	16.5	7.838	4	0.0977
B	33.8	32.4	26.7	34.8	29.0	31.5	11.139	4	0.0250
C	29.1	29.2	25.7	29.3	22.7	27.2	9.342	4	0.0531
D	40.5	42.5	35.1	46.8	42.7	42.0	15.254	4	0.0042
E	36.1	30.8	32.4	37.9	32.5	34.2	8.425	4	0.0772
F	13.9	11.7	12.1	12.1	11.3	12.2	1.861	4	0.7612
G	13.1	16.4	20.3	16.6	18.7	17.0	9.777	4	0.0444
H	3.7	3.0	2.5	1.1	3.1	2.6	9.221	4	0.0558

## X233 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1228	626	283	393	111	2641	X	DF	P
A	19.4	16.0	12.4	12.2	17.1	16.7	16.128	4	0.0029
B	33.6	29.2	30.0	31.0	28.8	31.6	4.556	4	0.3359
C	28.7	26.4	22.3	28.0	27.9	27.3	5.168	4	0.2705
D	46.2	35.3	36.8	43.0	46.9	42.1	24.691	4	0.0001
E	38.1	30.5	31.1	32.8	26.1	34.3	16.868	4	0.0021
F	12.7	13.9	11.7	10.9	5.4	12.3	7.335	4	0.1192
G	16.5	16.6	21.2	16.0	15.5	16.9	4.288	4	0.3684
H	2.5	3.0	2.8	2.0	3.6	2.7	1.435	4	0.8380

T692      -- AVERAGE DAYS/WK READING A NEWSPAPER

HOW MANY DAYS PER WEEK ON THE AVERAGE DO YOU READ A  
NEWSPAPER?

- 1    1 DON'T READ NEWSPAPERS
- 2    7 DAYS PER WEEK
- 3    6 DAYS PER WEEK
- 4    5 DAYS PER WEEK
- 5    4 DAYS PER WEEK
- 6    3 DAYS PER WEEK
- 7    2 DAYS PER WEEK
- 8    1 DAY PER WEEK (EXCLUDING SUNDAY)
- 9    SUNDAY ONLY

SURVEY ITEMS #: A156 B156 C156 D129      TOTAL NPS SURVEYED IS 2,703

T692 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1187	901	284	207	2579
1	14.6	14.7	12.7	10.1	14.0
2	19.0	17.5	25.4	26.1	19.7
3	5.8	7.6	6.3	7.7	6.6
4	11.2	8.8	10.2	10.6	10.2
5	10.5	9.1	10.9	8.7	9.9
6	12.5	12.4	9.9	12.6	12.2
7	10.8	11.9	8.1	10.1	10.8
8	7.4	8.0	6.7	6.8	7.5
9	8.3	10.1	9.9	7.3	9.0
TOTAL	100.1	100.1	100.1	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	29.537	24	0.2006

T692 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1485	347	1832
1	13.4	15.3	13.8
2	22.2	19.6	21.7
3	7.0	6.3	6.9
4	10.4	10.7	10.4
5	9.6	11.2	9.9
6	11.4	11.8	11.5
7	10.3	10.1	10.3
8	7.3	6.3	7.1
9	8.4	8.7	8.5
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	2.968	8	0.9364

T692 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	595	491	544	718	292	2640
1	11.9	13.7	15.8	14.6	15.1	14.1
2	25.2	14.7	19.1	18.1	22.3	19.7
3	7.2	5.7	6.4	6.7	7.2	6.6
4	11.3	11.4	10.7	8.9	7.9	10.2
5	10.6	8.8	9.2	12.1	7.2	10.0
6	11.8	13.7	11.8	12.1	11.3	12.2
7	7.6	13.4	11.6	11.3	9.9	10.8
8	7.1	9.6	6.6	7.8	6.2	7.5
9	7.4	9.2	8.8	8.4	13.0	8.9
TOTAL	100.1	100.2	100.0	100.0	100.1	100.0

STATISTIC  
CHISQUARE

VALUE  
55.610

D.F.  
32

PROB.  
0.0060

T692 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	487	439	445	643	580	2594
1	9.9	12.8	14.4	14.3	17.4	13.9
2	23.8	21.2	23.2	17.0	15.5	19.7
3	6.8	7.3	7.0	6.2	6.0	6.6
4	10.9	10.3	10.3	10.4	9.8	10.3
5	12.5	9.8	9.2	9.2	9.8	10.1
6	11.1	12.3	11.5	11.7	13.8	12.1
7	9.7	10.7	9.2	12.1	11.6	10.8
8	5.3	7.7	5.2	9.8	8.5	7.5
9	10.1	8.0	10.1	9.3	7.6	9.0
TOTAL	100.1	100.1	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	51.024	32	0.0177

T692 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1226	627	282	392	112	2639
1	15.7	15.2	13.5	9.7	8.0	14.1
2	17.3	20.6	21.3	23.0	26.8	19.7
3	6.4	6.7	5.7	8.4	5.4	6.6
4	9.1	9.1	13.8	12.8	9.8	10.2
5	9.5	11.0	9.9	10.0	8.9	10.0
6	11.8	12.0	12.8	11.7	17.0	12.2
7	11.3	10.1	9.9	10.5	11.6	10.8
8	8.2	7.5	6.7	7.1	4.5	7.5
9	10.7	8.0	6.4	6.9	8.0	8.9
TOTAL	100.0	100.2	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	47.188	32	0.0408



X693 -- AVERAGE HOURS/WK READING MAGAZINES

HOW MANY HOURS PER WEEK ON THE AVERAGE DO YOU SPEND  
READING MAGAZINES?

- 1 2 HOURS OR LESS PER WEEK
- 2 3 TO 5 HOURS PER WEEK
- 3 6 TO 8 HOURS PER WEEK
- 4 9 TO 12 HOURS PER WEEK
- 5 13 TO 15 HOURS PER WEEK
- 6 MORE THAN 15 HOURS PER WEEK
- 7 I DON'T READ MAGAZINES - GO TO QUESTION #132

SURVEY ITEMS #: A157 B157 C157 D130 TOTAL NPS SURVEYED IS 2,703

X693 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1095	863	269	193	2420
1	50.1	49.1	48.0	43.0	48.9
2	24.6	27.6	29.4	29.0	26.5
3	8.0	8.3	9.7	10.9	8.5
4	2.4	2.4	4.1	4.7	2.8
5	.7	1.3	1.5	2.1	1.1
6	.9	1.4	.7	1.6	1.1
7	13.4	9.9	6.7	8.8	11.0
TOTAL	100.1	100.0	100.1	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	29.689	18	0.0406

X693 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1403	324	1727
1	47.5	47.5	47.5
2	28.7	28.1	28.6
3	8.4	9.3	8.6
4	3.1	3.4	3.1
5	1.2	.9	1.2
6	1.4	.9	1.3
7	9.7	9.9	9.7
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	0.924	6	0.9883

## X693 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	553	462	508	682	270	2475
1	48.1	50.0	49.0	50.7	44.4	49.0
2	28.8	26.0	26.8	22.9	31.9	26.6
3	9.6	10.4	7.5	7.6	6.7	8.4
4	2.0	3.0	2.8	3.2	2.2	2.7
5	1.1	1.3	1.0	1.0	1.1	1.1
6	.9	.4	1.2	1.2	2.2	1.1
7	9.6	8.9	11.8	13.3	11.5	11.2
TOTAL	100.1	100.0	100.1	99.9	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	28.387	24	0.2441

## X693 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	449	407	425	611	542	2434
1	43.7	48.4	46.1	54.0	50.0	48.9
2	32.5	23.8	26.4	24.9	26.4	26.7
3	8.7	10.6	9.2	7.2	7.4	8.4
4	4.2	3.2	3.1	2.0	1.9	2.8
5	1.1	.3	1.7	1.0	1.3	1.1
6	.7	1.0	1.7	.8	1.5	1.1
7	9.1	12.8	12.0	10.2	11.6	11.1
TOTAL	100.0	100.1	100.2	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	36.532	24	0.0487

## X693 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1157	579	264	366	108	2474
1	48.6	50.4	48.1	50.6	42.6	49.0
2	25.3	26.1	30.7	26.0	33.3	26.5
3	9.2	6.7	6.4	10.4	8.3	8.5
4	2.7	2.1	3.0	3.0	4.6	2.7
5	1.6	.9	.8	.3	.9	1.1
6	1.0	1.4	.4	1.1	1.9	1.1
7	11.7	12.4	10.6	8.7	8.3	11.2
TOTAL	100.1	100.0	100.0	100.1	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	25.145	24	0.3979

T225 -- LISTEN TO RADIO PRGM:KING BISCUIT HOUR

DO YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

KING BISCUIT HOUR

- 1 REGULARLY TUNE IN THE RADIO TO HEAR IT
- 2 SOMETIMES HEAR IT-I LISTEN IF IT HAPPENS TO BE ON WHEN I TURN ON THE RADIO
- 3 HAVE LISTENED TO IT ONCE OR TWICE
- 4 HAVE NEVER LISTENED TO IT
- 8 I DON'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 2,703

T225 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1072	824	261	194	2351
1	2.5	2.9	3.1	1.0	2.6
2	10.9	7.0	9.6	7.2	9.1
3	7.2	6.7	5.4	8.8	6.9
4	75.0	79.4	75.5	76.8	76.7
8	4.4	4.0	6.5	6.2	4.6
TOTAL	100.0	100.0	100.1	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	18.042	12	0.1144

T225 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1353	324	1677
1	2.9	2.5	2.8
2	9.6	12.7	10.2
3	7.7	9.3	8.0
4	75.5	71.6	74.7
8	4.4	4.0	4.3
TOTAL	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	3.941	4	0.4140

## T225 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	528	445	504	659	270	2406
1	2.8	2.0	3.0	3.0	.7	2.5
2	13.5	4.0	9.7	9.7	5.6	9.0
3	8.7	5.6	5.8	7.4	6.7	6.9
4	71.0	84.7	76.6	75.6	80.0	77.0
8	4.0	3.6	5.0	4.3	7.0	4.5
TOTAL	100.0	99.9	100.1	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	49.495	16	0.0001

## T225 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	434	388	403	593	531	2349
1	2.5	1.6	3.0	1.7	3.8	2.5
2	10.4	7.5	10.4	10.5	6.8	9.1
3	6.0	7.7	10.2	6.1	6.4	7.1
4	76.5	77.1	72.0	78.3	78.9	76.8
8	4.6	6.2	4.5	3.5	4.1	4.5
TOTAL	100.0	100.1	100.1	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	26.846	16	0.0432

## T225 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1114	576	264	356	95	2405
1	2.8	2.6	2.7	2.3	.0	2.5
2	7.7	8.7	12.9	12.1	4.2	9.0
3	5.5	5.7	7.6	11.5	12.6	6.9
4	79.7	78.0	72.0	70.8	75.8	77.0
8	4.3	5.0	4.9	3.4	7.4	4.5
TOTAL	100.0	100.0	100.1	100.1	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	42.525	16	0.0003

T673 -- LISTEN TO RADIO PRGM:ROCK/QUIZ/STAR QUIZ

DO YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

ROCK QUIZ/STAR QUIZ

- 1 REGULARLY TUNE IN THE RADIO TO HEAR IT
- 2 SOMETIMES HEAR IT-I LISTEN IF IT HAPPENS TO BE ON WHEN I TURN ON THE RADIO
- 3 HAVE LISTENED TO IT ONCE OR TWICE
- 4 HAVE NEVER LISTENED TO IT
- 8 I DON'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 2,703

T673 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1067	813	257	190	2327
1	3.2	1.7	2.7	2.1	2.5
2	8.8	9.8	12.8	9.0	9.6
3	9.9	8.4	11.3	11.6	9.7
4	73.7	76.0	66.5	71.1	73.5
8	4.4	4.1	6.6	6.3	4.7
TOTAL	100.0	100.0	99.9	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	17.161	12	0.1436

T673 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1338	319	1657
1	2.5	1.6	2.3
2	8.8	8.2	8.7
3	9.6	8.2	9.4
4	74.7	78.1	75.3
8	4.4	4.1	4.4
TOTAL	100.0	100.2	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	2.112	4	0.7151

T673 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	522	442	499	651	269	2383
1	2.7	3.6	3.4	2.2	1.1	2.7
2	10.7	10.4	10.6	8.1	6.7	9.5
3	7.9	8.1	10.8	9.7	13.0	9.6
4	74.7	74.2	70.1	75.7	72.1	73.7
8	4.0	3.6	5.0	4.3	7.1	4.6
TOTAL	100.0	99.9	99.9	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	24.196	16	0.0853

T673 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	428	384	401	592	522	2327
1	3.0	3.1	2.0	2.4	3.1	2.7
2	9.4	11.2	8.7	7.6	10.2	9.3
3	9.1	9.9	12.5	11.7	5.9	9.8
4	73.8	69.5	72.3	74.8	76.6	73.7
8	4.7	6.3	4.5	3.6	4.2	4.5
TOTAL	100.0	100.0	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	24.395	16	0.0812

T673 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1098	571	260	354	99	2382
1	2.7	3.2	1.9	2.5	2.0	2.7
2	10.1	7.5	10.0	9.9	11.1	9.5
3	8.7	10.5	11.2	9.9	10.1	9.6
4	74.1	73.7	71.9	74.3	69.7	73.6
8	4.4	5.1	5.0	3.4	7.1	4.6
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	9.931	16	0.8702

T674 -- LISTEN TO RADIO PRGM: COAST-TO-COAST

DO YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

COAST-TO-COAST

- 1 REGULARLY TUNE IN THE RADIO TO HEAR IT
- 2 SOMETIMES HEAR IT-I LISTEN IF IT HAPPENS TO BE ON WHEN I TURN ON THE RADIO
- 3 HAVE LISTENED TO IT ONCE OR TWICE
- 4 HAVE NEVER LISTENED TO IT
- 8 I DON'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 2,703

T674 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1077	826	264	191	2358
1	9.4	8.8	12.1	7.9	9.4
2	19.0	23.7	21.6	25.1	21.5
3	12.6	9.0	13.6	14.7	11.6
4	54.6	54.5	46.2	46.1	52.9
8	4.4	4.0	6.4	6.3	4.6
TOTAL	100.0	100.0	99.9	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	26.174	12	0.0101

T674 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1369	318	1687
1	9.2	4.7	8.4
2	21.6	23.6	22.0
3	11.1	13.2	11.5
4	53.8	54.4	53.9
8	4.3	4.1	4.3
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	7.711	4	0.1027

## T674 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	534	450	502	656	271	2413
1	7.3	20.2	7.0	6.6	5.2	9.2
2	23.6	23.6	25.7	18.3	15.9	21.7
3	12.4	9.8	12.2	11.4	12.9	11.7
4	52.8	42.9	50.2	59.5	59.0	52.9
8	3.9	3.6	5.0	4.3	7.0	4.5
TOTAL	100.0	100.1	100.1	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	110.987	16	0.0001

## T674 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	435	388	405	597	531	2356
1	8.5	10.8	8.9	8.9	9.4	9.3
2	23.5	20.1	22.2	22.3	20.5	21.7
3	14.7	10.6	14.3	10.6	9.2	11.7
4	48.7	52.3	50.1	54.8	56.7	52.9
8	4.6	6.2	4.4	3.5	4.1	4.5
TOTAL	100.0	100.0	99.9	100.1	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	20.449	16	0.2007

## T674 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1112	579	265	359	97	2412
1	10.3	8.6	9.1	7.0	8.3	9.2
2	21.0	22.1	23.8	23.1	16.5	21.7
3	9.8	11.4	13.6	15.0	16.5	11.7
4	54.5	52.9	48.7	51.5	51.6	52.9
8	4.3	5.0	4.9	3.3	7.2	4.5
TOTAL	99.9	100.0	100.1	99.9	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	20.546	16	0.1966



T675 -- LISTEN TO RADIO PRGM:WALT LOVE'S COUNTDN

DO YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

WALT LOVE'S COUNTDOWN

- 1 REGULARLY TUNE IN THE RADIO TO HEAR IT
- 2 SOMETIMES HEAR IT-I LISTEN IF IT HAPPENS TO BE ON WHEN I TURN ON THE RADIO
- 3 HAVE LISTENED TO IT ONCE OR TWICE
- 4 HAVE NEVER LISTENED TO IT
- 8 I DON'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 2,703

T675 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1062	810	257	189	2318
1	3.9	2.7	3.1	3.2	3.3
2	5.1	4.7	4.7	2.7	4.7
3	2.7	2.4	2.3	4.8	2.7
4	83.9	86.2	83.3	83.1	84.6
8	4.4	4.1	6.6	6.4	4.7
TOTAL	100.0	100.1	100.0	100.2	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	11.705	12	0.4697

T675 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1333	317	1650
1	2.6	1.6	2.4
2	4.6	3.2	4.3
3	2.3	1.3	2.1
4	86.1	89.9	86.8
8	4.4	4.1	4.4
TOTAL	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	4.231	4	0.3756

T675 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	522	446	495	645	265	2373
1	2.5	7.4	2.6	2.2	1.9	3.3
2	6.3	6.7	4.0	3.9	2.3	4.8
3	2.1	2.7	2.6	3.0	4.2	2.8
4	85.1	79.6	85.7	86.7	84.5	84.5
8	4.0	3.6	5.1	4.3	7.2	4.6
TOTAL	100.0	100.0	100.0	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	49.865	16	0.0001

T675 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	430	386	399	585	517	2317
1	5.1	5.2	3.8	1.4	2.1	3.3
2	7.0	7.0	4.5	3.9	1.9	4.7
3	4.2	1.3	3.3	2.4	2.9	2.8
4	79.1	80.3	84.0	88.7	88.8	84.7
8	4.7	6.2	4.5	3.6	4.3	4.5
TOTAL	100.1	100.0	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	50.995	16	0.0001

T675 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1093	571	260	353	95	2372
1	2.7	2.6	5.4	4.5	3.2	3.3
2	3.3	5.8	6.5	6.8	4.2	4.8
3	2.1	3.3	3.5	2.8	5.3	2.8
4	87.5	83.2	79.6	82.4	80.0	84.5
8	4.4	5.1	5.0	3.4	7.4	4.6
TOTAL	100.0	100.0	100.0	99.9	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	28.335	16	0.0288

T228 -- LISTEN TO RADIO PRGM:ROCKLINE

DO YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

ROCKLINE

- 1 REGULARLY TUNE IN THE RADIO TO HEAR IT
- 2 SOMETIMES HEAR IT-I LISTEN IF IT HAPPENS TO BE ON WHEN I TURN ON THE RADIO
- 3 HAVE LISTENED TO IT ONCE OR TWICE
- 4 HAVE NEVER LISTENED TO IT
- 8 I DON'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 2,703

T228 BY ST/SMP PARTICIPATION

	NEITHER N=	ST 832	BOTH 261	SMP 194	TOTAL 2370
1	11.1	11.9	11.5	9.8	11.3
2	18.0	17.8	17.2	20.1	18.0
3	11.7	11.9	11.9	9.3	11.6
4	54.9	54.5	52.9	54.6	54.5
8	4.3	4.0	6.5	6.2	4.6
TOTAL	100.0	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	6.461	12	0.8911

T228 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS N=	NO BONUS 329	TOTAL 1696
1	12.0	12.5	12.1
2	18.1	23.1	19.0
3	11.9	10.9	11.7
4	53.8	49.5	53.0
8	4.3	4.0	4.3
TOTAL	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	4.736	4	0.3154

## T228 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	529	452	508	664	272	2425
1	11.9	11.1	13.6	11.3	7.0	11.4
2	18.9	15.0	19.3	18.8	16.9	18.0
3	12.1	7.7	12.0	14.0	11.0	11.7
4	53.1	62.6	50.2	51.7	58.1	54.4
8	4.0	3.5	4.9	4.2	7.0	4.5
TOTAL	100.0	99.9	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	33.909	16	0.0056

## T228 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	433	387	412	602	533	2367
1	9.7	10.3	11.9	12.1	11.8	11.3
2	16.4	16.0	24.5	17.3	16.5	18.0
3	11.1	10.9	12.6	12.1	11.6	11.7
4	58.2	56.6	46.6	55.0	55.9	54.6
8	4.6	6.2	4.4	3.5	4.1	4.4
TOTAL	100.0	100.0	100.0	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	25.111	16	0.0679

## T228 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1125	580	264	358	97	2424
1	13.5	11.6	8.0	8.9	4.1	11.4
2	18.0	16.0	24.6	19.3	7.2	18.0
3	12.6	8.8	10.6	13.4	14.4	11.7
4	51.6	58.6	51.9	55.0	67.0	54.5
8	4.3	5.0	4.9	3.4	7.2	4.5
TOTAL	100.0	100.0	100.0	100.0	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	44.493	16	0.0002

T227 -- LISTEN TO RADIO PRGM:METAL SHOP

DO YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

METAL SHOP

- 1 REGULARLY TUNE IN THE RADIO TO HEAR IT
- 2 SOMETIMES HEAR IT-I LISTEN IF IT HAPPENS TO BE ON WHEN I TURN ON THE RADIO
- 3 HAVE LISTENED TO IT ONCE OR TWICE
- 4 HAVE NEVER LISTENED TO IT
- 8 I DON'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 2,703

T227 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1072	822	261	192	2347
1	12.3	11.4	9.6	5.2	11.1
2	11.1	12.5	10.7	10.9	11.6
3	8.8	7.4	10.3	6.3	8.3
4	63.4	64.6	62.8	71.4	64.4
8	4.4	4.0	6.5	6.3	4.6
TOTAL	100.0	99.9	99.9	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	18.059	12	0.1139

T227 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1352	324	1676
1	11.2	13.9	11.8
2	12.8	15.1	13.3
3	9.1	8.6	9.0
4	62.5	58.3	61.7
8	4.4	4.0	4.3
TOTAL	100.0	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	3.497	4	0.4783

## T227 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	537	435	503	652	273	2400
1	14.0	6.9	12.5	10.6	10.3	11.0
2	13.8	7.6	12.5	11.5	11.7	11.5
3	10.8	6.9	7.4	8.6	7.0	8.3
4	57.5	74.9	62.6	65.0	64.1	64.5
8	3.9	3.7	5.0	4.3	7.0	4.5
TOTAL	100.0	100.0	100.0	100.0	100.1	99.8

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	43.790	16	0.0002

## T227 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	425	385	407	592	532	2341
1	8.5	9.9	11.8	13.3	10.7	11.0
2	10.4	11.2	14.5	10.6	11.3	11.5
3	5.9	7.8	9.6	8.6	9.8	8.4
4	70.6	64.9	59.7	63.9	64.1	64.6
8	4.7	6.2	4.4	3.6	4.1	4.5
TOTAL	100.1	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	23.443	16	0.1024

## T227 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1120	572	262	351	94	2399
1	13.3	11.9	9.2	6.6	1.1	11.1
2	12.2	12.2	13.4	8.3	5.3	11.5
3	8.3	8.7	9.9	7.4	5.3	8.3
4	61.9	62.1	62.6	74.4	80.9	64.6
8	4.3	5.1	5.0	3.4	7.5	4.5
TOTAL	100.0	100.0	100.1	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	45.845	16	0.0001

T226 -- LISTEN TO RADIO PRGM:AMER TOP 40 CASEY K

DO YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

AMERICA'S TOP 40 (CASEY KASEM)

- 1 REGULARLY TUNE IN THE RADIO TO HEAR IT
- 2 SOMETIMES HEAR IT-I LISTEN IF IT HAPPENS TO BE ON WHEN I TURN ON THE RADIO
- 3 HAVE LISTENED TO IT ONCE OR TWICE
- 4 HAVE NEVER LISTENED TO IT
- 8 I DON'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 2,703

T226 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1146	872	280	199	2497
1	28.1	30.3	35.4	28.1	29.7
2	43.3	45.4	38.9	42.2	43.5
3	13.0	11.4	12.1	13.6	12.4
4	11.5	9.2	7.5	10.1	10.1
8	4.1	3.8	6.1	6.0	4.4
TOTAL	100.0	100.1	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	16.646	12	0.1634

T226 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1448	340	1788
1	29.4	24.1	28.4
2	43.0	48.8	44.1
3	13.0	15.0	13.4
4	10.6	8.2	10.1
8	4.1	3.8	4.0
TOTAL	100.1	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	7.116	4	0.1299

## T226 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	556	481	537	698	283	2555
1	25.9	38.7	31.8	28.1	21.2	29.6
2	46.0	42.0	42.5	44.1	43.1	43.7
3	12.8	7.9	11.7	13.8	17.0	12.4
4	11.5	8.1	9.3	10.0	12.0	10.1
8	3.8	3.3	4.7	4.0	6.7	4.3
TOTAL	100.0	100.0	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	49.237	16	0.0001

## T226 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	454	418	423	630	570	2495
1	26.0	25.1	24.1	32.5	37.4	29.8
2	43.2	46.7	44.9	44.0	40.4	43.6
3	13.4	13.9	13.5	12.1	10.4	12.5
4	13.0	8.6	13.2	8.1	8.1	9.9
8	4.4	5.7	4.3	3.3	3.9	4.2
TOTAL	100.0	100.0	100.0	100.0	100.2	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	45.881	16	0.0001

## T226 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1199	604	271	377	103	2554
1	33.0	29.6	29.9	22.0	17.5	29.6
2	42.1	42.4	43.9	49.3	48.5	43.7
3	11.6	12.6	10.3	16.2	10.7	12.3
4	9.3	10.6	11.1	9.3	16.5	10.1
8	4.0	4.8	4.8	3.2	6.8	4.3
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	36.652	16	0.0023



T671 -- LISTEN TO RADIO PRGM: RICK DEES TOP 40

DO YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

OFF THE RECORD (MARY TURNER)

- 1 REGULARLY TUNE IN THE RADIO TO HEAR IT
- 2 SOMETIMES HEAR IT-I LISTEN IF IT HAPPENS TO BE ON WHEN I TURN ON THE RADIO
- 3 HAVE LISTENED TO IT ONCE OR TWICE
- 4 HAVE NEVER LISTENED TO IT
- 8 I DON'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 2,703

T671 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1060	803	255	192	2310
1	3.4	2.6	7.8	.0	3.3
2	7.3	6.9	3.5	7.8	6.8
3	8.4	6.6	7.5	12.0	8.0
4	76.5	79.8	74.5	74.0	77.2
8	4.4	4.1	6.7	6.3	4.7
TOTAL	100.0	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	39.072	12	0.0001

T671 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1331	314	1645
1	4.1	2.2	3.7
2	7.4	7.0	7.4
3	8.0	7.0	7.8
4	76.1	79.6	76.8
8	4.4	4.1	4.4
TOTAL	100.0	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	3.110	4	0.5396

## T671 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	513	439	498	648	265	2363
1	4.1	2.5	4.4	2.6	3.4	3.4
2	7.8	5.0	7.4	6.2	8.3	6.8
3	7.2	8.4	6.4	8.3	9.8	7.9
4	76.8	80.4	76.7	78.6	71.3	77.3
8	4.1	3.6	5.0	4.3	7.2	4.6
TOTAL	100.0	99.9	99.9	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	19.205	16	0.2582

## T671 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	425	382	398	586	514	2305
1	2.1	3.4	2.8	3.6	4.3	3.3
2	6.6	5.8	5.8	8.0	7.0	6.8
3	6.8	9.4	9.1	7.7	7.0	7.9
4	79.8	75.1	77.9	77.1	77.4	77.5
8	4.7	6.3	4.5	3.6	4.3	4.6
TOTAL	100.0	100.0	100.1	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	13.741	16	0.6180

## T671 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1090	565	259	352	96	2362
1	3.3	3.9	3.5	3.7	.0	3.4
2	5.3	6.9	11.6	8.2	5.2	6.8
3	7.4	6.9	7.3	10.8	9.4	7.9
4	79.5	77.2	72.6	73.9	78.1	77.3
8	4.4	5.1	5.0	3.4	7.3	4.6
TOTAL	99.9	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	27.688	16	0.0344

T672 -- LISTEN TO RADIO PRGM:OFF THE RECORD (MT)

DO YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

RICK DEES TOP 40

- 1 REGULARLY TUNE IN THE RADIO TO HEAR IT
- 2 SOMETIMES HEAR IT-I LISTEN IF IT HAPPENS TO BE ON WHEN I TURN ON THE RADIO
- 3 HAVE LISTENED TO IT ONCE OR TWICE
- 4 HAVE NEVER LISTENED TO IT
- 8 I DON'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 2,703

T672 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1097	850	270	198	2415
1	19.1	22.4	18.9	17.7	20.1
2	25.3	27.9	25.6	24.8	26.2
3	11.7	11.3	11.5	11.6	11.5
4	39.6	34.6	37.8	39.9	37.6
8	4.3	3.9	6.3	6.1	4.5
TOTAL	100.0	100.1	100.1	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	12.185	12	0.4310

T672 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1402	327	1729
1	21.5	13.8	20.1
2	24.7	31.8	26.0
3	11.8	14.7	12.4
4	37.7	35.8	37.4
8	4.2	4.0	4.2
TOTAL	99.9	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	15.199	4	0.0043

## T672 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	540	471	517	667	277	2472
1	16.9	27.4	23.0	16.2	18.1	20.1
2	24.4	26.8	28.1	26.7	24.2	26.2
3	10.2	10.4	12.2	11.4	15.5	11.6
4	44.6	32.1	31.9	41.5	35.4	37.7
8	3.9	3.4	4.8	4.2	6.9	4.4
TOTAL	100.0	100.1	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	54.250	16	0.0001

## T672 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	440	403	406	612	552	2413
1	16.8	19.6	15.5	21.1	25.7	20.2
2	25.2	28.3	24.9	27.9	25.4	26.4
3	10.7	11.2	12.1	12.3	11.1	11.5
4	42.7	35.0	43.1	35.3	33.9	37.6
8	4.6	6.0	4.4	3.4	4.0	4.4
TOTAL	100.0	100.1	100.0	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	32.042	16	0.0099

## T672 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1157	589	265	362	98	2471
1	24.1	18.0	15.5	16.3	12.2	20.1
2	26.4	26.7	30.9	24.6	15.3	26.2
3	12.5	12.2	7.2	11.3	9.2	11.6
4	32.8	38.2	41.5	44.5	56.1	37.7
8	4.2	4.9	4.9	3.3	7.1	4.4
TOTAL	100.0	100.0	100.0	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	57.060	16	0.0001

Y062 -- LISTEN TO RADIO PRGM:LIVE AT THE APOLLO

DO YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

LIVE AT THE APOLLO

- 1 REGULARLY TUNE IN THE RADIO TO HEAR IT
- 2 SOMETIMES HEAR IT-I LISTEN IF IT HAPPENS TO BE ON WHEN I TURN ON THE RADIO
- 3 HAVE LISTENED TO IT ONCE OR TWICE
- 4 HAVE NEVER LISTENED TO IT
- 8 I DON'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 2,703

Y062 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1061	811	256	191	2319
1	2.8	2.1	3.1	1.6	2.5
2	5.7	5.2	4.7	8.9	5.7
3	11.8	9.4	11.3	13.1	11.0
4	75.3	79.3	74.2	70.2	76.2
8	4.4	4.1	6.6	6.3	4.7
TOTAL	100.0	100.1	99.9	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	15.776	12	0.2017

Y062 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1332	316	1648
1	2.0	2.9	2.2
2	5.0	6.3	5.2
3	10.6	10.1	10.5
4	78.0	76.6	77.7
8	4.4	4.1	4.4
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	1.888	4	0.7563

## Y062 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	521	445	497	645	265	2373
1	3.7	3.2	1.8	2.5	.8	2.5
2	7.5	7.9	5.4	3.6	5.3	5.8
3	10.9	13.3	12.1	10.1	8.7	11.1
4	73.9	72.1	75.7	79.5	78.1	75.9
8	4.0	3.6	5.0	4.3	7.2	4.6
TOTAL	100.0	100.1	100.0	100.0	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	31.296	16	0.0123

## Y062 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	429	384	398	587	517	2315
1	4.7	1.8	2.5	2.2	1.6	2.5
2	8.9	5.7	3.5	5.3	5.0	5.7
3	11.2	12.8	12.6	9.9	10.3	11.1
4	70.6	73.4	76.9	79.1	78.9	76.2
8	4.7	6.3	4.5	3.6	4.3	4.5
TOTAL	100.1	100.0	100.0	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	32.160	16	0.0095

## Y062 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1093	571	258	352	98	2372
1	2.1	3.0	2.7	2.8	3.1	2.5
2	5.4	6.0	5.8	7.4	3.1	5.8
3	9.4	12.8	12.8	12.5	11.2	11.1
4	78.7	73.2	73.6	73.9	75.5	76.0
8	4.4	5.1	5.0	3.4	7.1	4.6
TOTAL	100.0	100.1	99.9	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	15.131	16	0.5151

T678 -- LISTEN TO RADIO PRGM:ROCK OVER LONDON

DO YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

ROCK OVER LONDON

- 1 REGULARLY TUNE IN THE RADIO TO HEAR IT
- 2 SOMETIMES HEAR IT-I LISTEN IF IT HAPPENS TO BE ON WHEN I TURN ON THE RADIO
- 3 HAVE LISTENED TO IT ONCE OR TWICE
- 4 HAVE NEVER LISTENED TO IT
- 8 I DON'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 2,703

T678 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1066	816	257	191	2330
1	3.5	3.1	6.2	3.1	3.6
2	6.7	7.8	9.3	9.4	7.6
3	8.8	9.9	6.2	8.9	8.9
4	76.6	75.1	71.6	72.3	75.2
8	4.4	4.0	6.6	6.3	4.7
TOTAL	100.0	99.9	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	16.854	12	0.1552

T678 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1337	319	1656
1	3.6	5.0	3.9
2	8.5	9.7	8.7
3	9.0	10.7	9.3
4	74.6	70.5	73.8
8	4.4	4.1	4.4
TOTAL	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	3.250	4	0.5169

T678 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	527	445	499	644	268	2383
1	5.7	3.2	3.0	2.8	3.0	3.6
2	12.1	5.8	5.4	5.3	10.5	7.5
3	11.8	7.2	8.8	8.4	7.5	8.9
4	66.4	80.2	77.8	79.2	72.0	75.5
8	4.0	3.6	5.0	4.4	7.1	4.6
TOTAL	100.0	100.0	100.0	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	57.126	16	0.0001

T678 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	425	383	402	594	523	2327
1	4.0	2.6	2.0	3.9	4.0	3.4
2	8.5	6.0	10.7	7.7	5.4	7.6
3	8.9	8.4	10.2	8.3	9.4	9.0
4	73.9	76.8	72.6	76.6	77.1	75.6
8	4.7	6.3	4.5	3.5	4.2	4.5
TOTAL	100.0	100.1	100.0	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	21.004	16	0.1784

T678 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1105	573	258	351	95	2382
1	3.9	3.8	4.7	2.3	.0	3.6
2	8.1	7.0	7.4	7.4	4.2	7.5
3	7.0	10.5	14.0	8.8	7.4	8.9
4	76.7	73.7	69.0	78.1	81.1	75.5
8	4.3	5.1	5.0	3.4	7.4	4.6
TOTAL	100.0	100.1	100.1	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	28.233	16	0.0296



T679 -- LISTEN TO RADIO PRGM:STREET BEAT (BR)

DO YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

STREET BEAT (BARNETT ROBBINS)

- 1 REGULARLY TUNE IN THE RADIO TO HEAR IT
- 2 SOMETIMES HEAR IT-I LISTEN IF IT HAPPENS TO BE ON WHEN I TURN ON THE RADIO
- 3 HAVE LISTENED TO IT ONCE OR TWICE
- 4 HAVE NEVER LISTENED TO IT
- 8 I DON'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 2,703

T679 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1052	798	255	188	2293
1	3.0	1.1	3.9	2.7	2.4
2	4.6	3.0	5.1	3.7	4.0
3	6.3	4.5	5.9	5.3	5.5
4	81.7	87.2	78.4	81.9	83.3
8	4.5	4.1	6.7	6.4	4.8
TOTAL	100.1	99.9	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	22.142	12	0.0360

T679 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1314	315	1629
1	2.2	2.5	2.3
2	3.3	6.0	3.8
3	4.2	6.4	4.6
4	85.8	81.0	84.9
8	4.5	4.1	4.4
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	8.582	4	0.0724

## T679 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	518	438	490	639	261	2346
1	3.3	2.7	2.7	1.9	2.3	2.6
2	4.8	3.7	4.3	3.8	3.5	4.1
3	5.6	5.3	5.9	6.3	3.5	5.5
4	82.2	84.7	82.0	83.7	83.5	83.2
8	4.1	3.7	5.1	4.4	7.3	4.7
TOTAL	100.0	100.1	100.0	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	12.404	16	0.7158

## T679 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	418	381	394	585	513	2291
1	3.1	3.4	2.0	2.2	1.6	2.4
2	5.7	3.7	4.3	3.8	3.3	4.1
3	5.3	6.3	8.1	5.0	3.9	5.5
4	81.1	80.3	81.0	85.5	86.9	83.4
8	4.8	6.3	4.6	3.6	4.3	4.6
TOTAL	100.0	100.0	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	22.146	16	0.1385

## T679 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1083	561	257	348	96	2345
1	2.0	3.4	3.9	2.6	.0	2.6
2	4.0	4.1	4.7	3.7	4.2	4.1
3	5.0	5.9	5.8	5.8	8.3	5.5
4	84.6	81.5	80.5	84.5	80.2	83.2
8	4.4	5.2	5.1	3.5	7.3	4.7
TOTAL	100.0	100.1	100.0	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	13.302	16	0.6506

T680 -- LISTEN TO RADIO PRGM:WESTWOOD ONE CONCERT

DO YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

WESTWOOD ONE'S IN CONCERT

- 1 REGULARLY TUNE IN THE RADIO TO HEAR IT
- 2 SOMETIMES HEAR IT-I LISTEN IF IT HAPPENS TO BE ON WHEN I TURN ON THE RADIO
- 3 HAVE LISTENED TO IT ONCE OR TWICE
- 4 HAVE NEVER LISTENED TO IT
- 8 I DON'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 2,703

T680 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1069	821	257	192	2339
1	5.6	6.8	7.0	5.7	6.2
2	10.0	8.8	7.8	6.8	9.1
3	5.7	6.7	5.8	8.3	6.3
4	74.3	73.7	72.8	72.9	73.8
8	4.4	4.0	6.6	6.3	4.7
TOTAL	100.0	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	10.435	12	0.5779

T680 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1344	324	1668
1	6.8	5.6	6.5
2	9.6	12.7	10.2
3	6.5	7.1	6.6
4	72.8	70.7	72.4
8	4.4	4.0	4.3
TOTAL	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	3.381	4	0.4962

## T680 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	524	448	498	654	267	2391
1	7.3	7.8	6.0	4.7	4.1	6.1
2	11.8	9.4	6.4	9.6	6.7	9.1
3	7.1	5.6	5.8	5.8	8.2	6.3
4	69.9	73.7	76.7	75.5	73.8	74.0
8	4.0	3.6	5.0	4.3	7.1	4.6
TOTAL	100.1	100.1	99.9	99.9	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	27.421	16	0.0370

## T680 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	427	391	400	593	523	2334
1	6.1	5.9	7.3	6.1	5.4	6.1
2	8.2	9.5	9.0	9.6	9.8	9.3
3	4.7	6.4	6.3	7.6	5.9	6.3
4	76.4	72.1	73.0	73.2	74.8	73.9
8	4.7	6.1	4.5	3.5	4.2	4.5
TOTAL	100.1	100.0	100.1	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	9.961	16	0.8686

## T680 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1103	575	263	352	97	2390
1	7.3	5.6	6.1	4.3	1.0	6.1
2	8.5	10.6	11.0	8.2	4.1	9.1
3	5.5	5.6	9.1	7.1	9.3	6.3
4	74.3	73.2	68.8	77.0	78.4	74.0
8	4.4	5.0	4.9	3.4	7.2	4.6
TOTAL	100.0	100.0	99.9	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	26.262	16	0.0505

T681 -- LISTEN TO RADIO PRGM: NBC SOURCE

DO YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

NBC SOURCE

- 1 REGULARLY TUNE IN THE RADIO TO HEAR IT
- 2 SOMETIMES HEAR IT-I LISTEN IF IT HAPPENS TO BE ON WHEN I TURN ON THE RADIO
- 3 HAVE LISTENED TO IT ONCE OR TWICE
- 4 HAVE NEVER LISTENED TO IT
- 8 I DON'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 2,703

T681 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1056	807	254	187	2304
1	2.5	2.6	5.1	2.7	2.8
2	6.1	7.3	8.7	9.1	7.0
3	8.7	8.8	10.6	12.3	9.2
4	78.3	77.2	68.9	69.5	76.2
8	4.5	4.1	6.7	6.4	4.7
TOTAL	100.1	100.0	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	19.558	12	0.0759

T681 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1323	314	1637
1	2.4	4.1	2.8
2	7.8	8.0	7.8
3	9.5	8.0	9.2
4	75.9	75.8	75.9
8	4.5	4.1	4.4
TOTAL	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	3.417	4	0.4907

## T681 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	518	442	498	640	259	2357
1	3.5	2.9	3.0	2.0	3.1	2.8
2	9.5	6.1	6.8	5.2	8.9	7.0
3	9.9	8.6	10.8	8.6	8.1	9.3
4	73.2	78.7	74.3	79.8	72.6	76.2
8	4.1	3.6	5.0	4.4	7.3	4.6
TOTAL	100.2	99.9	99.9	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	22.595	16	0.1250

## T681 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	419	380	399	589	514	2301
1	2.9	2.6	2.8	2.9	2.5	2.7
2	6.9	5.3	8.3	8.3	6.4	7.1
3	9.8	7.9	10.0	10.2	8.2	9.3
4	75.7	77.9	74.4	75.0	78.6	76.3
8	4.8	6.3	4.5	3.6	4.3	4.6
TOTAL	100.1	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	11.446	16	0.7812

## T681 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1089	565	260	345	97	2356
1	2.9	2.1	3.1	2.9	5.2	2.8
2	7.3	6.4	6.9	6.7	10.3	7.1
3	8.6	9.2	10.4	8.4	17.5	9.3
4	76.8	77.2	74.6	78.6	59.8	76.2
8	4.4	5.1	5.0	3.5	7.2	4.6
TOTAL	100.0	100.0	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	19.900	16	0.2248

X240 -- REG TV VIEWING: SOLID GOLD

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

SOLID GOLD

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

X240 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1160	883	284	197	2524
1	8.5	7.5	9.9	10.2	8.4
2	43.3	41.1	36.3	37.1	41.2
3	26.9	30.4	30.3	30.0	28.7
4	18.2	19.0	19.7	21.8	18.9
8	3.2	2.0	3.9	1.0	2.7
TOTAL	100.1	100.0	100.1	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	15.856	12	0.1979

X240 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1461	339	1800
1	7.4	5.3	7.0
2	38.5	38.6	38.5
3	31.0	31.6	31.1
4	21.4	20.7	21.2
8	1.8	3.8	2.2
TOTAL	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	7.163	4	0.1275

## X240 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	575	484	542	698	287	2586
1	8.0	15.5	10.2	5.0	3.5	8.6
2	41.4	46.1	43.2	40.8	31.4	41.4
3	29.4	21.3	25.5	31.8	37.6	28.6
4	17.2	15.9	18.3	19.8	25.1	18.8
8	4.0	1.2	3.0	2.6	2.4	2.7
TOTAL	100.0	100.0	100.2	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	96.770	16	0.0001

## X240 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	474	423	431	634	567	2529
1	6.5	8.8	8.4	9.2	9.0	8.4
2	42.6	44.0	35.0	42.4	42.5	41.5
3	27.9	26.7	30.4	31.2	26.8	28.7
4	19.2	17.5	23.7	16.1	18.5	18.7
8	3.8	3.1	2.6	1.1	3.2	2.7
TOTAL	100.0	100.1	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	28.640	16	0.0265

## X240 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1212	608	271	386	108	2585
1	9.1	7.4	10.7	7.5	7.4	8.6
2	40.1	42.8	37.3	45.9	41.7	41.4
3	30.6	27.0	28.4	26.2	25.0	28.6
4	17.7	19.7	20.7	18.4	22.2	18.8
8	2.6	3.1	3.0	2.1	3.7	2.7
TOTAL	100.1	100.0	100.1	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	14.611	16	0.5533



X241      -- REG TV VIEWING: SOUL TRAIN

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

SOUL TRAIN

- 1    REGULARLY
- 2    SOMETIMES
- 3    ONCE OR TWICE
- 4    NEVER
- 8    I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126      TOTAL NPS SURVEYED IS 2,703

X241      BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1142	877	280	196	2495
1	13.7	8.8	7.9	16.3	11.5
2	17.0	12.8	14.6	15.8	15.2
3	20.1	20.8	21.8	21.4	20.6
4	46.0	55.6	51.8	45.4	50.0
8	3.2	2.1	3.9	1.0	2.7
TOTAL	100.0	100.1	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	40.228	12	0.0001

X241      BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1440	337	1777
1	8.8	9.5	8.9
2	11.5	12.5	11.7
3	20.5	22.9	20.9
4	57.5	51.3	56.3
8	1.8	3.9	2.2
TOTAL	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	8.217	4	0.0839

## X241 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	574	480	535	689	280	2558
1	10.6	21.3	12.2	8.3	5.4	11.7
2	17.6	23.1	15.9	9.9	9.3	15.3
3	18.5	20.2	22.2	21.6	20.7	20.7
4	49.3	34.2	46.7	57.6	62.1	49.6
8	4.0	1.3	3.0	2.6	2.5	2.7
TOTAL	100.0	100.1	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	147.349	16	0.0001

## X241 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	472	418	430	626	555	2501
1	16.5	14.1	12.6	10.2	6.3	11.6
2	23.7	18.9	12.1	14.4	7.8	15.0
3	20.8	17.9	17.7	24.6	21.1	20.8
4	35.2	45.9	55.1	49.7	61.6	49.9
8	3.8	3.1	2.6	1.1	3.2	2.7
TOTAL	100.0	99.9	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	133.514	16	0.0001

## X241 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1202	599	268	381	107	2557
1	9.9	12.2	15.3	13.7	14.0	11.7
2	11.2	18.4	15.7	22.3	18.7	15.3
3	20.8	20.7	17.5	21.5	23.4	20.7
4	55.6	45.6	48.5	40.4	40.2	49.6
8	2.6	3.2	3.0	2.1	3.7	2.7
TOTAL	100.1	100.1	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	60.810	16	0.0001

X242 -- REG TV VIEWING: AMERICAN BANDSTAND

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

AMERICAN BANDSTAND

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

X242 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1147	875	283	194	2499
1	7.9	5.5	3.9	6.7	6.5
2	27.9	27.2	30.7	29.9	28.1
3	32.1	30.5	28.3	33.0	31.2
4	29.0	34.7	33.2	29.4	31.5
8	3.2	2.1	3.9	1.0	2.7
TOTAL	100.1	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	21.961	12	0.0380

X242 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1443	336	1779
1	4.4	4.8	4.4
2	26.3	22.9	25.7
3	32.5	32.1	32.4
4	35.0	36.3	35.2
8	1.8	3.9	2.2
TOTAL	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	6.792	4	0.1473

## X242 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	571	478	534	693	284	2560
1	3.9	11.7	7.5	5.3	3.2	6.4
2	23.6	38.5	30.0	25.4	26.4	28.5
3	33.5	25.3	30.5	30.9	36.3	30.9
4	35.0	23.2	29.0	35.8	31.7	31.4
8	4.0	1.3	3.0	2.6	2.5	2.7
TOTAL	100.0	100.0	100.0	100.0	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	92.391	16	0.0001

## X242 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	467	420	426	627	563	2503
1	5.6	6.0	5.6	7.7	6.4	6.4
2	31.3	32.4	22.8	29.0	27.4	28.6
3	28.3	26.9	31.2	34.8	31.4	30.9
4	31.1	31.7	37.8	27.4	31.6	31.5
8	3.9	3.1	2.6	1.1	3.2	2.7
TOTAL	100.2	100.1	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	35.245	16	0.0037

## X242 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1201	599	272	381	106	2559
1	6.5	6.7	5.5	6.6	5.7	6.4
2	26.1	30.1	34.2	30.5	25.5	28.5
3	31.1	29.6	28.7	34.1	31.1	31.0
4	33.7	30.6	28.7	26.8	34.0	31.4
8	2.6	3.2	2.9	2.1	3.8	2.7
TOTAL	100.0	100.2	100.0	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	16.770	16	0.4006

X243 -- REG TV VIEWING: DANCE FEVER

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

DANCE FEVER

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

X243 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1125	858	273	190	2446
1	3.6	3.3	2.6	5.3	3.5
2	21.2	18.8	22.0	19.0	20.3
3	29.8	28.8	26.0	31.6	29.2
4	42.0	47.1	45.4	43.2	44.3
8	3.3	2.1	4.0	1.1	2.8
TOTAL	99.9	100.1	100.0	100.2	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	15.090	12	0.2365

X243 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1404	333	1737
1	2.5	2.1	2.4
2	16.1	20.1	16.9
3	29.6	26.4	29.0
4	49.9	47.5	49.5
8	1.9	3.9	2.3
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	9.088	4	0.0589

## X243 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	561	470	520	680	277	2508
1	3.0	7.9	4.4	1.6	1.4	3.7
2	21.0	25.7	21.5	18.8	12.6	20.5
3	32.4	26.0	25.6	31.3	28.5	29.1
4	39.4	39.2	45.4	45.6	54.9	44.0
8	4.1	1.3	3.1	2.7	2.5	2.8
TOTAL	99.9	100.1	100.0	100.0	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	79.581	16	0.0001

## X243 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	459	408	414	619	551	2451
1	2.6	4.4	4.6	3.4	2.7	3.5
2	25.5	21.1	18.4	19.6	17.8	20.3
3	30.3	29.4	27.8	30.2	28.0	29.2
4	37.7	41.9	46.6	45.7	48.3	44.3
8	3.9	3.2	2.7	1.1	3.3	2.7
TOTAL	100.0	100.0	100.1	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	31.132	16	0.0129

## X243 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1177	595	263	372	100	2507
1	3.6	3.9	4.6	3.2	3.0	3.7
2	18.4	22.0	21.7	21.5	28.0	20.5
3	28.0	30.8	29.7	30.9	23.0	29.1
4	47.3	40.2	41.1	42.2	42.0	44.0
8	2.6	3.2	3.0	2.2	4.0	2.8
TOTAL	99.9	100.1	100.1	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	17.359	16	0.3628

X244 -- REG TV VIEWING: MOVIES ON NETWORK TV

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

MOVIES ON NETWORK TV

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

X244 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1139	879	277	198	2493
1	22.2	24.9	31.4	19.7	24.0
2	47.9	51.3	44.0	52.5	49.1
3	13.1	8.9	10.8	11.1	11.2
4	13.5	12.9	9.8	15.7	13.0
8	3.3	2.1	4.0	1.0	2.7
TOTAL	100.0	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	30.585	12	0.0023

X244 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1444	339	1783
1	24.7	23.0	24.3
2	50.7	50.2	50.6
3	10.3	12.4	10.7
4	12.5	10.6	12.2
8	1.8	3.8	2.2
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	7.442	4	0.1143

## X244 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	565	478	531	692	289	2555
1	20.4	25.1	27.1	24.9	22.2	24.1
2	52.2	52.1	45.4	47.8	46.7	49.0
3	13.3	9.6	10.9	11.4	10.7	11.3
4	10.1	11.9	13.6	13.3	18.0	12.9
8	4.1	1.3	3.0	2.6	2.4	2.7
TOTAL	100.1	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	31.136	16	0.0129

## X244 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	465	416	428	628	560	2497
1	26.9	25.5	19.2	23.3	25.0	24.0
2	43.2	48.6	52.3	53.3	46.8	49.0
3	11.2	11.1	13.3	10.8	10.9	11.4
4	14.8	11.8	12.6	11.5	14.1	12.9
8	3.9	3.1	2.6	1.1	3.2	2.7
TOTAL	100.0	100.1	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	27.958	16	0.0320

## X244 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1203	600	268	377	106	2554
1	26.8	22.8	20.5	20.7	20.8	24.0
2	47.0	49.2	51.1	52.8	51.9	49.0
3	10.2	12.0	12.3	12.5	13.2	11.3
4	13.5	12.8	13.1	11.9	10.4	12.9
8	2.6	3.2	3.0	2.1	3.8	2.7
TOTAL	100.1	100.0	100.0	100.0	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	15.384	16	0.4967



X755 -- REG TV VIEWING: MUSIC VIDEOS (NOT CABLE)

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

MUSIC VIDEOS (NOT INCLUDING CABLE TV)

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

X755 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1144	883	277	196	2500
1	22.6	21.4	20.9	20.9	21.9
2	37.1	42.2	41.9	35.7	39.3
3	20.2	17.3	19.5	24.5	19.4
4	16.9	17.0	13.7	17.9	16.6
8	3.2	2.0	4.0	1.0	2.7
TOTAL	100.0	99.9	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	18.021	12	0.1151

X755 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1445	339	1784
1	20.8	15.6	19.8
2	39.2	44.0	40.1
3	20.4	19.8	20.2
4	17.9	16.8	17.7
8	1.8	3.8	2.2
TOTAL	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	10.722	4	0.0299

## X755 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	569	480	536	692	285	2562
1	23.0	27.3	23.0	18.6	17.5	22.0
2	39.5	41.3	36.8	41.0	37.5	39.5
3	18.5	18.5	19.8	19.7	20.4	19.3
4	14.9	11.7	17.5	18.1	22.1	16.5
8	4.0	1.3	3.0	2.6	2.5	2.7
TOTAL	99.9	100.1	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	37.536	16	0.0018

## X755 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	466	422	425	630	562	2505
1	23.4	22.0	19.8	23.7	19.4	21.7
2	37.1	39.8	38.1	40.3	41.6	39.6
3	18.2	21.6	19.8	19.5	18.9	19.5
4	17.4	13.5	19.8	15.4	16.9	16.5
8	3.9	3.1	2.6	1.1	3.2	2.7
TOTAL	100.0	100.0	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	21.753	16	0.1513

## X755 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1202	601	270	381	107	2561
1	24.3	22.1	18.9	20.2	10.3	22.0
2	39.3	41.4	43.0	38.3	25.2	39.4
3	18.2	17.3	22.2	20.7	29.9	19.3
4	15.6	16.0	13.0	18.6	30.8	16.5
8	2.6	3.2	3.0	2.1	3.7	2.7
TOTAL	100.0	100.0	100.1	99.9	99.9	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	46.730	16	0.0001

X756 -- REG TV VIEWING: EARLY/LATE NEWS

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

EARLY/LATE NEWS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

X756 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1133	873	277	194	2477
1	24.0	26.6	28.2	35.1	26.2
2	37.6	37.6	39.7	40.2	38.0
3	18.7	18.7	14.8	11.9	17.7
4	16.4	15.1	13.4	11.9	15.3
8	3.3	2.1	4.0	1.0	2.8
TOTAL	100.0	100.1	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	24.370	12	0.0181

X756 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1428	336	1764
1	28.3	25.0	27.7
2	38.2	38.7	38.3
3	17.0	17.3	17.1
4	14.7	15.2	14.8
8	1.8	3.9	2.2
TOTAL	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	6.297	4	0.1780

## X756 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	565	474	534	684	280	2537
1	30.3	27.2	25.5	21.2	29.6	26.2
2	35.9	38.8	36.5	39.8	37.9	37.8
3	18.1	17.3	19.7	19.0	12.5	17.9
4	11.7	15.4	15.4	17.4	17.5	15.3
8	4.1	1.3	3.0	2.6	2.5	2.8
TOTAL	100.1	100.0	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	34.556	16	0.0046

## X756 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	459	421	421	626	554	2481
1	34.4	27.1	25.4	24.0	22.2	26.3
2	34.2	37.8	42.5	37.1	38.1	37.8
3	14.2	17.1	15.7	22.2	18.8	18.0
4	13.3	15.0	13.8	15.7	17.7	15.2
8	3.9	3.1	2.6	1.1	3.3	2.7
TOTAL	100.0	100.1	100.0	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	45.505	16	0.0001

## X756 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1194	594	267	376	105	2536
1	22.5	26.1	28.5	31.7	42.9	26.2
2	39.3	34.2	39.7	38.3	35.2	37.8
3	19.2	18.2	16.1	16.2	12.4	17.9
4	16.4	18.4	12.7	11.7	5.7	15.3
8	2.6	3.2	3.0	2.1	3.8	2.8
TOTAL	100.0	100.1	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	45.978	16	0.0001

X757 -- REG TV VIEWING: DAVID LETTERMAN SHOW

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

DAVID LETTERMAN SHOW

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

X757 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1141	880	279	198	2498
1	16.2	15.6	13.6	18.2	15.9
2	21.1	20.5	25.8	30.8	22.2
3	21.4	22.3	21.9	20.2	21.7
4	38.0	39.7	34.8	29.8	37.6
8	3.2	2.1	3.9	1.0	2.7
TOTAL	99.9	100.2	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	23.271	12	0.0255

X757 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1449	338	1787
1	17.7	16.3	17.5
2	23.6	26.3	24.1
3	22.0	18.9	21.4
4	34.9	34.6	34.8
8	1.8	3.9	2.2
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	7.687	4	0.1037

## X757 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	568	476	536	694	286	2560
1	16.2	13.0	14.6	19.2	14.7	15.9
2	24.1	19.1	23.3	20.9	23.4	22.1
3	19.7	23.3	20.9	22.2	22.4	21.6
4	35.9	43.3	38.3	35.2	37.1	37.7
8	4.1	1.3	3.0	2.6	2.5	2.7
TOTAL	100.0	100.0	100.1	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	27.250	16	0.0388

## X757 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	468	421	429	629	558	2505
1	19.2	12.6	19.1	16.2	12.9	15.9
2	19.0	26.1	24.2	20.7	21.5	22.1
3	19.9	20.4	21.7	25.8	20.1	21.8
4	38.0	37.8	32.4	36.3	42.3	37.5
8	3.9	3.1	2.6	1.1	3.2	2.7
TOTAL	100.0	100.0	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	40.998	16	0.0006

## X757 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1206	601	265	381	106	2559
1	14.6	14.6	23.8	18.9	6.6	15.9
2	19.9	22.6	23.4	27.3	21.7	22.1
3	22.6	20.5	21.9	19.4	24.5	21.6
4	40.4	39.1	27.9	32.3	43.4	37.7
8	2.6	3.2	3.0	2.1	3.8	2.7
TOTAL	100.1	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	44.681	16	0.0002

X248 -- REG TV VIEWING: SOAP OPERAS

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

SOAP OPERAS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

X248 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1144	879	278	193	2494
1	16.7	12.4	9.4	17.6	14.4
2	21.4	18.5	19.1	20.7	20.1
3	18.1	20.6	19.4	18.1	19.1
4	40.6	46.4	48.2	42.5	43.6
8	3.2	2.1	4.0	1.0	2.7
TOTAL	100.0	100.0	100.1	99.9	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	28.426	12	0.0048

X248 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1447	337	1784
1	8.0	6.2	7.7
2	18.1	17.8	18.1
3	21.5	19.9	21.2
4	50.6	52.2	50.9
8	1.8	3.9	2.2
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	6.937	4	0.1393

## X248 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	570	474	533	694	283	2554
1	13.2	19.2	15.8	14.1	6.7	14.4
2	18.8	23.0	19.5	21.5	16.3	20.2
3	20.9	17.9	18.8	19.3	19.4	19.3
4	43.2	38.6	43.0	42.5	55.1	43.4
8	4.0	1.3	3.0	2.6	2.5	2.7
TOTAL	100.1	100.0	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	46.248	16	0.0001

## X248 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	463	418	432	628	558	2499
1	14.0	15.8	11.3	17.0	13.8	14.6
2	19.4	21.3	18.5	20.9	20.4	20.2
3	19.0	19.1	18.5	19.4	19.9	19.3
4	43.6	40.7	49.1	41.6	42.7	43.3
8	3.9	3.1	2.6	1.1	3.2	2.7
TOTAL	99.9	100.0	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	21.551	16	0.1583

## X248 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1201	600	262	384	106	2553
1	12.3	18.2	13.0	18.5	4.7	14.4
2	18.7	21.2	24.4	22.1	13.2	20.1
3	18.7	19.8	22.1	16.9	25.5	19.3
4	47.8	37.7	37.4	40.4	52.8	43.4
8	2.6	3.2	3.1	2.1	3.8	2.7
TOTAL	100.1	100.1	100.0	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	49.895	16	0.0001



X249 -- REG TV VIEWING: PROFESSIONAL BOWLING

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

PROFESSIONAL BOWLING

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

X249 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1130	868	276	192	2466
1	1.9	2.3	1.1	2.6	2.0
2	8.1	7.3	7.3	12.0	8.0
3	20.4	22.9	20.7	21.4	21.4
4	66.5	65.4	67.0	63.0	65.9
8	3.3	2.1	4.0	1.0	2.8
TOTAL	100.2	100.0	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	14.729	12	0.2566

X249 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1426	335	1761
1	2.5	1.8	2.3
2	8.7	7.2	8.4
3	23.5	22.1	23.2
4	63.5	65.1	63.8
8	1.8	3.9	2.2
TOTAL	100.0	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	6.785	4	0.1477

## X249 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	566	470	528	683	279	2526
1	1.9	1.7	2.8	2.1	.7	2.0
2	8.5	6.0	7.0	9.2	8.6	7.9
3	19.8	20.2	21.0	23.0	21.9	21.2
4	65.7	70.9	66.1	63.1	66.3	66.1
8	4.1	1.3	3.0	2.6	2.5	2.8
TOTAL	100.0	100.1	99.9	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	20.956	16	0.1802

## X249 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	460	412	422	622	554	2470
1	3.7	1.2	2.1	2.3	.5	1.9
2	7.8	8.0	6.2	8.2	8.8	7.9
3	18.7	21.1	18.7	24.8	21.7	21.3
4	65.9	66.5	70.4	63.7	65.7	66.2
8	3.9	3.2	2.6	1.1	3.3	2.7
TOTAL	100.0	100.0	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	33.896	16	0.0056

## X249 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1189	589	266	376	105	2525
1	2.1	1.9	1.9	1.6	1.9	1.9
2	7.2	8.0	8.3	8.8	11.4	7.9
3	22.4	20.4	22.6	19.4	16.2	21.2
4	65.7	66.6	64.3	68.1	66.7	66.1
8	2.6	3.2	3.0	2.1	3.8	2.8
TOTAL	100.0	100.1	100.1	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	8.128	16	0.9450

X250 -- REG TV VIEWING: NFL FTBL-REG WKEND GAMES

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

NFL FOOTBALL - REGULAR SEASON WEEKEND GAMES

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

X250 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1159	893	284	198	2534
1	46.0	44.0	46.5	47.5	45.5
2	24.3	25.6	27.1	23.2	25.0
3	10.9	13.8	12.0	11.6	12.1
4	15.6	14.6	10.6	16.7	14.8
8	3.2	2.0	3.9	1.0	2.7
TOTAL	100.0	100.0	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	16.041	12	0.1894

X250 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1470	345	1815
1	51.6	50.7	51.5
2	25.5	27.0	25.8
3	10.3	9.0	10.0
4	10.8	9.6	10.6
8	1.8	3.8	2.2
TOTAL	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	6.345	4	0.1748

X250 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	581	484	541	700	291	2597
1	44.1	48.8	44.2	44.0	46.1	45.2
2	23.4	27.5	26.3	24.7	23.4	25.1
3	13.8	8.9	10.4	14.3	12.7	12.2
4	14.8	13.6	16.3	14.4	15.5	14.9
8	4.0	1.2	3.0	2.6	2.4	2.7
TOTAL	100.1	100.0	100.2	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	22.860	16	0.1175

X250 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	473	429	436	636	565	2539
1	50.1	45.2	44.7	45.1	41.6	45.2
2	23.9	26.6	23.2	26.9	24.1	25.0
3	10.8	12.8	11.0	12.1	14.0	12.2
4	11.4	12.4	18.6	14.8	17.2	14.9
8	3.8	3.0	2.5	1.1	3.2	2.6
TOTAL	100.0	100.0	100.0	100.0	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	30.071	16	0.0176

X250 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1219	608	276	387	106	2596
1	44.1	42.9	51.1	50.1	37.7	45.2
2	27.2	25.2	24.3	20.7	17.9	25.1
3	12.4	11.0	11.2	12.7	17.0	12.2
4	13.8	17.8	10.5	14.5	23.6	14.9
8	2.5	3.1	2.9	2.1	3.8	2.7
TOTAL	100.0	100.0	100.0	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	32.019	16	0.0099

X251 -- REG TV VIEWING: NFL FTBL-REG MONDAY NGHT

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

NFL FOOTBALL - REGULAR SEASON MONDAY NIGHT (OR PRIME-  
TIME EVENING)

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

X251 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1157	891	281	198	2527
1	42.5	41.0	45.2	42.9	42.3
2	24.0	24.5	26.0	21.7	24.2
3	11.8	14.8	11.4	14.7	13.1
4	18.4	17.7	13.5	19.7	17.7
8	3.2	2.0	3.9	1.0	2.7
TOTAL	99.9	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	16.052	12	0.1889

X251 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1460	344	1804
1	47.1	49.7	47.6
2	26.4	24.4	26.1
3	11.4	11.6	11.4
4	13.3	10.5	12.8
8	1.8	3.8	2.2
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	7.725	4	0.1022

## X251 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	576	486	539	699	288	2588
1	40.3	43.8	43.2	39.8	45.8	42.0
2	23.8	26.3	22.5	25.8	22.2	24.3
3	14.1	10.5	12.8	14.5	12.5	13.1
4	17.9	18.1	18.6	17.5	17.0	17.9
8	4.0	1.2	3.0	2.6	2.4	2.7
TOTAL	100.1	99.9	100.1	100.2	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	17.626	16	0.3462

## X251 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	471	428	435	635	562	2531
1	49.0	43.7	40.0	41.6	36.8	42.0
2	21.7	25.0	23.5	26.6	24.4	24.4
3	11.0	12.2	12.2	13.7	15.3	13.0
4	14.4	16.1	21.8	17.0	20.3	17.9
8	3.8	3.0	2.5	1.1	3.2	2.7
TOTAL	99.9	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	36.027	16	0.0029

## X251 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1212	609	272	386	108	2587
1	40.8	40.9	46.7	46.6	35.2	42.1
2	27.1	21.4	25.4	21.0	19.4	24.3
3	13.3	13.1	10.3	13.7	14.8	13.1
4	16.3	21.5	14.7	16.6	26.9	17.9
8	2.6	3.1	2.9	2.1	3.7	2.7
TOTAL	100.1	100.0	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	30.533	16	0.0154

X252 -- REG TV VIEWING: NFL PLAYOFFS

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

NFL PLAYOFFS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

X252 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1154	885	282	195	2516
1	53.7	52.1	58.5	55.4	53.8
2	18.0	19.6	18.4	17.4	18.6
3	9.9	11.5	7.8	11.3	10.3
4	15.2	14.8	11.4	14.9	14.6
8	3.2	2.0	3.9	1.0	2.7
TOTAL	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	14.287	12	0.2827

X252 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1457	342	1799
1	60.1	58.8	59.8
2	19.3	19.6	19.3
3	8.3	9.1	8.5
4	10.6	8.8	10.2
8	1.8	3.8	2.2
TOTAL	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	6.350	4	0.1745

## X252 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	571	484	536	698	289	2578
1	51.3	58.5	53.5	51.3	55.7	53.6
2	18.2	17.8	19.6	19.2	18.0	18.7
3	11.7	8.7	9.1	10.9	11.8	10.4
4	14.7	13.8	14.7	16.1	12.1	14.6
8	4.0	1.2	3.0	2.6	2.4	2.7
TOTAL	99.9	100.0	99.9	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	18.390	16	0.3015

## X252 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	467	426	433	635	560	2521
1	61.9	53.3	51.3	53.5	48.0	53.4
2	15.6	20.0	18.9	19.8	19.3	18.8
3	8.4	10.1	10.9	11.0	11.6	10.5
4	10.3	13.6	16.4	14.5	17.9	14.6
8	3.9	3.1	2.5	1.1	3.2	2.7
TOTAL	100.1	100.1	100.0	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	36.391	16	0.0026

## X252 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1211	602	272	386	106	2577
1	52.9	52.3	58.1	56.5	47.2	53.6
2	20.2	16.8	20.6	16.6	13.2	18.6
3	10.4	10.0	8.1	11.4	15.1	10.4
4	13.9	17.8	10.3	13.5	20.8	14.6
8	2.6	3.2	2.9	2.1	3.8	2.7
TOTAL	100.0	100.1	100.0	100.1	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	25.444	16	0.0624



X253 -- REG TV VIEWING: SUPERBOWL

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

SUPERBOWL

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

X253 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1154	884	283	197	2518
1	65.1	66.9	72.1	67.0	66.6
2	11.1	10.6	9.9	14.2	11.0
3	8.6	9.2	6.7	6.6	8.4
4	12.1	11.3	7.4	11.2	11.2
8	3.2	2.0	3.9	1.0	2.7
TOTAL	100.1	100.0	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	16.769	12	0.1585

X253 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1452	343	1795
1	74.0	72.9	73.8
2	10.1	9.0	9.9
3	6.4	5.8	6.3
4	7.7	8.5	7.9
8	1.8	3.8	2.2
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	5.819	4	0.2131

## X253 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	573	483	536	698	288	2578
1	63.7	69.2	66.2	66.2	70.5	66.7
2	10.8	11.0	11.8	10.5	10.4	10.9
3	9.1	7.3	8.0	9.0	8.3	8.4
4	12.4	11.4	11.0	11.8	8.3	11.3
8	4.0	1.2	3.0	2.6	2.4	2.7
TOTAL	100.0	100.1	100.0	100.1	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	14.627	16	0.5521

## X253 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	466	427	433	636	559	2521
1	72.1	66.0	65.4	67.1	62.8	66.6
2	7.9	12.2	11.6	12.0	11.3	11.0
3	7.5	9.4	7.4	8.8	9.1	8.5
4	8.6	9.4	13.2	11.0	13.6	11.2
8	3.9	3.0	2.5	1.1	3.2	2.7
TOTAL	100.0	100.0	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	28.282	16	0.0293

## X253 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1211	604	271	383	108	2577
1	67.5	65.4	69.0	68.2	53.7	66.7
2	11.5	9.9	12.9	8.6	13.0	10.9
3	8.2	8.6	7.8	8.6	11.1	8.4
4	10.3	12.9	7.4	12.5	18.5	11.3
8	2.6	3.2	3.0	2.1	3.7	2.7
TOTAL	100.1	100.0	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	21.809	16	0.1495

Y063 -- REG TV VIEWING: USFL FOOTBALL

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

USFL FOOTBALL

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y063 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1131	864	278	193	2466
1	10.5	9.3	11.2	9.8	10.1
2	19.3	19.7	16.2	23.8	19.4
3	24.9	28.0	30.9	22.8	26.5
4	42.1	41.0	37.8	42.5	41.2
8	3.3	2.1	4.0	1.0	2.8
TOTAL	100.1	100.1	100.1	99.9	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 16.698 12 0.1613

Y063 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1423	333	1756
1	10.3	9.6	10.2
2	19.8	24.0	20.6
3	29.4	23.1	28.2
4	38.7	39.3	38.8
8	1.8	3.9	2.2
TOTAL	100.0	99.9	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 11.547 4 0.0211

## Y063 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	560	474	523	686	283	2526
1	8.4	12.0	11.5	8.8	11.0	10.1
2	20.2	24.9	18.7	15.3	20.9	19.5
3	25.5	27.0	27.2	27.4	25.4	26.6
4	41.8	34.8	39.6	45.9	40.3	41.0
8	4.1	1.3	3.1	2.6	2.5	2.8
TOTAL	100.0	100.0	100.1	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	36.861	16	0.0022

## Y063 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	458	415	425	622	551	2471
1	14.6	11.6	8.0	8.2	8.0	9.9
2	17.5	19.0	20.7	22.8	16.3	19.4
3	28.2	25.3	24.7	28.1	27.0	26.8
4	35.8	41.0	44.0	39.7	45.4	41.2
8	3.9	3.1	2.6	1.1	3.3	2.7
TOTAL	100.0	100.0	100.0	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	42.384	16	0.0003

## Y063 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1191	589	263	379	103	2525
1	9.6	8.5	13.7	11.1	12.6	10.1
2	20.6	19.0	20.2	19.0	10.7	19.5
3	26.0	28.4	24.7	27.2	26.2	26.6
4	41.2	40.9	38.4	40.6	46.6	41.0
8	2.6	3.2	3.0	2.1	3.9	2.8
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	15.352	16	0.4990

Y064 -- REG TV VIEWING: NCAA BSKTBL-REG SEASON

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

NCAA BASKETBALL - REGULAR SEASON GAMES

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y064 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1151	882	280	197	2510
1	25.2	20.6	22.9	24.9	23.3
2	22.2	24.7	20.4	26.9	23.2
3	17.6	20.0	19.6	18.3	18.7
4	31.9	32.7	33.2	28.9	32.1
8	3.2	2.0	3.9	1.0	2.7
TOTAL	100.1	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	16.943	12	0.1517

Y064 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1451	339	1790
1	25.2	25.1	25.1
2	24.0	22.4	23.7
3	19.1	16.8	18.7
4	30.0	31.9	30.3
8	1.8	3.8	2.2
TOTAL	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	6.632	4	0.1567

## Y064 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	573	484	538	691	283	2569
1	22.0	32.4	23.1	20.1	20.5	23.5
2	21.3	26.0	24.9	21.9	21.6	23.1
3	18.5	18.0	18.0	19.4	18.7	18.6
4	34.2	22.3	31.0	36.0	36.8	32.1
8	4.0	1.2	3.0	2.6	2.5	2.7
TOTAL	100.0	99.9	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	54.374	16	0.0001

## Y064 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	466	423	429	633	562	2513
1	33.1	25.5	20.3	20.1	19.4	23.3
2	24.3	25.3	21.9	23.5	21.4	23.2
3	14.2	14.9	18.4	22.0	21.7	18.7
4	24.7	31.2	36.8	33.3	34.3	32.2
8	3.9	3.1	2.6	1.1	3.2	2.7
TOTAL	100.2	100.0	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	66.488	16	0.0001

## Y064 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1209	597	268	387	107	2568
1	20.3	25.1	26.5	28.9	24.3	23.5
2	22.8	24.3	26.1	22.0	16.8	23.1
3	20.0	15.4	17.5	18.6	22.4	18.6
4	34.4	32.0	26.9	28.4	32.7	32.1
8	2.6	3.2	3.0	2.1	3.7	2.7
TOTAL	100.1	100.0	100.0	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	28.683	16	0.0262

Y065 -- REG TV VIEWING: NCAA BSKTBL PLAYOFFS

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

NCAA BASKETBALL PLAYOFFS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y065 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1138	873	281	196	2488
1	32.5	27.5	32.4	38.3	31.2
2	17.8	22.2	15.3	16.3	18.9
3	15.9	17.8	18.5	16.8	16.9
4	30.6	30.5	29.9	27.6	30.2
8	3.3	2.1	3.9	1.0	2.7
TOTAL	100.1	100.1	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	24.337	12	0.0183

Y065 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1441	334	1775
1	33.8	33.2	33.7
2	19.6	20.1	19.7
3	17.3	13.5	16.6
4	27.5	29.3	27.8
8	1.8	3.9	2.2
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	8.139	4	0.0866

## Y065 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	565	477	536	686	283	2547
1	29.6	40.9	31.5	27.0	29.0	31.3
2	16.8	21.4	19.8	18.7	17.3	18.9
3	17.5	14.9	16.8	17.6	17.0	16.8
4	32.0	21.6	28.9	34.1	34.3	30.2
8	4.1	1.3	3.0	2.6	2.5	2.8
TOTAL	100.0	100.1	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	49.417	16	0.0001

## Y065 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	461	422	434	621	555	2493
1	43.4	35.3	27.9	27.1	24.3	31.0
2	16.9	17.5	18.2	21.6	19.6	19.0
3	12.6	14.9	16.6	19.2	20.0	17.0
4	23.2	29.2	34.8	31.1	32.8	30.3
8	3.9	3.1	2.5	1.1	3.2	2.7
TOTAL	100.0	100.0	100.0	100.1	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	73.875	16	0.0001

## Y065 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1198	597	264	382	105	2546
1	27.2	33.5	33.3	39.8	30.5	31.3
2	19.7	17.9	22.0	15.2	19.1	18.8
3	18.0	14.9	17.1	16.2	17.1	16.9
4	32.6	30.5	24.6	26.7	29.5	30.2
8	2.6	3.2	3.0	2.1	3.8	2.8
TOTAL	100.1	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	31.695	16	0.0110



Y066

-- REG TV VIEWING: NBA - REG SEASON GAMES

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

NBA - REGULAR SEASON GAMES

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y066 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1156	887	280	197	2520
1	26.3	21.1	21.1	25.4	23.8
2	23.0	25.5	19.6	23.9	23.6
3	17.8	18.5	21.8	20.8	18.7
4	29.7	32.9	33.6	28.9	31.2
8	3.2	2.0	3.9	1.0	2.7
TOTAL	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	21.344	12	0.0456

Y066 BY INCENTIVE--GMA &amp; GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1459	342	1801
1	24.3	26.3	24.7
2	25.2	22.8	24.8
3	20.0	16.4	19.3
4	28.7	30.7	29.0
8	1.8	3.8	2.2
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	8.611	4	0.0716

## Y066 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	576	483	539	697	286	2581
1	26.4	29.6	22.6	18.7	25.2	24.0
2	22.7	26.3	26.0	21.4	20.6	23.5
3	16.3	20.3	16.9	20.7	18.2	18.6
4	30.6	22.6	31.5	36.7	33.6	31.3
8	4.0	1.2	3.0	2.6	2.5	2.7
TOTAL	100.0	100.0	100.0	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	53.434	16	0.0001

## Y066 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	470	427	437	631	561	2526
1	34.3	28.8	20.6	20.8	17.1	23.8
2	24.9	21.8	21.1	25.0	23.7	23.5
3	14.7	18.3	19.0	19.8	21.0	18.7
4	22.3	28.1	36.8	33.3	34.9	31.4
8	3.8	3.0	2.5	1.1	3.2	2.7
TOTAL	100.0	100.0	100.0	100.0	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	79.738	16	0.0001

## Y066 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1213	605	268	387	107	2580
1	21.4	26.0	26.5	26.9	25.2	24.0
2	22.3	24.0	28.0	23.5	21.5	23.5
3	18.9	17.0	17.5	20.9	17.8	18.6
4	34.8	29.9	25.0	26.6	31.8	31.3
8	2.6	3.1	3.0	2.1	3.7	2.7
TOTAL	100.0	100.0	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	24.622	16	0.0768

Y067 -- REG TV VIEWING: NBA PLAYOFFS

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

NBA PLAYOFFS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y067 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1145	876	278	196	2495
1	36.1	33.9	34.2	40.8	35.5
2	17.6	18.6	14.8	17.9	17.6
3	13.5	15.9	17.3	13.3	14.8
4	29.6	29.6	29.9	27.0	29.4
8	3.2	2.1	4.0	1.0	2.7
TOTAL	100.0	100.1	100.2	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	14.170	12	0.2900

Y067 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1442	337	1779
1	38.0	37.1	37.8
2	19.0	17.2	18.7
3	15.5	12.2	14.8
4	25.7	29.7	26.5
8	1.8	3.9	2.2
TOTAL	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	9.398	4	0.0519

## Y067 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	573	481	532	687	283	2556
1	37.9	41.4	37.0	28.4	36.0	35.6
2	16.4	20.0	17.9	16.9	15.6	17.4
3	12.9	15.4	13.0	17.3	14.1	14.7
4	28.8	22.0	29.1	34.8	31.8	29.5
8	4.0	1.3	3.0	2.6	2.5	2.7
TOTAL	100.0	100.1	100.0	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	48.067	16	0.0001

## Y067 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	466	418	432	630	556	2502
1	48.9	40.4	31.5	31.4	27.9	35.4
2	15.2	16.3	16.9	20.0	18.2	17.6
3	11.2	13.4	14.6	15.9	17.8	14.8
4	20.8	26.8	34.5	31.6	32.9	29.6
8	3.9	3.1	2.6	1.1	3.2	2.7
TOTAL	100.0	100.0	100.1	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	82.316	16	0.0001

## Y067 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1195	601	269	385	105	2555
1	32.0	37.1	40.5	40.8	37.1	35.6
2	17.4	17.1	19.0	17.7	13.3	17.4
3	15.7	13.8	13.0	14.0	16.2	14.7
4	32.4	28.8	24.5	25.5	29.5	29.6
8	2.6	3.2	3.0	2.1	3.8	2.7
TOTAL	100.1	100.0	100.0	100.1	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	22.310	16	0.1335

Y068 -- REG TV VIEWING: NEWHART

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

NEWHART

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y068 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1134	871	277	194	2476
1	6.9	6.4	8.3	9.3	7.1
2	23.7	23.5	23.1	20.6	23.3
3	28.1	27.3	27.4	24.7	27.5
4	38.0	40.6	37.2	44.3	39.3
8	3.3	2.1	4.0	1.0	2.8
TOTAL	100.0	99.9	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	12.518	12	0.4050

Y068 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1435	333	1768
1	7.9	6.0	7.5
2	23.0	23.4	23.1
3	28.4	26.7	28.1
4	38.9	39.9	39.1
8	1.8	3.9	2.2
TOTAL	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	6.995	4	0.1362

## Y068 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	564	474	525	689	283	2535
1	7.6	8.0	5.1	7.8	5.3	7.0
2	22.3	22.8	24.0	24.7	21.2	23.3
3	24.3	30.8	27.6	27.3	29.0	27.5
4	41.7	37.1	40.2	37.6	42.1	39.5
8	4.1	1.3	3.1	2.6	2.5	2.8
TOTAL	100.0	100.0	100.0	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	21.362	16	0.1650

## Y068 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	460	416	426	628	552	2482
1	6.3	7.5	6.1	7.0	8.2	7.1
2	20.9	22.8	21.4	22.8	27.7	23.3
3	22.8	30.1	26.1	32.2	25.9	27.6
4	46.1	36.5	43.9	36.9	35.0	39.3
8	3.9	3.1	2.6	1.1	3.3	2.7
TOTAL	100.0	100.0	100.1	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	40.225	16	0.0007

## Y068 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1196	593	261	378	106	2534
1	7.3	6.4	6.9	7.1	5.7	7.0
2	23.8	21.8	23.0	23.5	26.4	23.3
3	28.6	29.9	26.1	23.0	22.6	27.6
4	37.8	38.8	41.0	44.2	41.5	39.5
8	2.6	3.2	3.1	2.1	3.8	2.8
TOTAL	100.1	100.1	100.1	99.9	100.0	100.2

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	12.360	16	0.7189

Y069 -- REG TV VIEWING: WHO'S THE BOSS

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

WHO'S THE BOSS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y069 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1141	869	280	193	2483
1	15.5	16.0	15.4	14.5	15.6
2	28.9	27.3	26.4	25.9	27.8
3	24.5	24.7	24.3	26.9	24.7
4	27.9	29.9	30.0	31.6	29.1
8	3.2	2.1	3.9	1.0	2.7
TOTAL	100.0	100.0	100.0	99.9	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	8.980	12	0.7047

Y069 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1436	336	1772
1	13.7	12.2	13.4
2	26.0	29.5	26.6
3	26.3	24.4	25.9
4	32.2	30.1	31.8
8	1.8	3.9	2.2
TOTAL	100.0	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	7.720	4	0.1024

## Y069 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	568	469	534	691	280	2542
1	13.6	17.1	18.0	13.9	16.8	15.6
2	25.7	31.6	29.6	27.8	24.6	28.1
3	24.5	23.7	23.2	24.8	28.9	24.6
4	32.2	26.4	26.2	31.0	27.1	29.0
8	4.1	1.3	3.0	2.6	2.5	2.8
TOTAL	100.1	100.1	100.0	100.1	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	26.332	16	0.0495

## Y069 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	464	418	424	629	553	2488
1	17.7	17.7	13.2	16.1	13.4	15.6
2	28.7	29.4	24.3	27.5	29.3	27.9
3	19.4	26.1	25.2	26.2	26.4	24.8
4	30.4	23.7	34.7	29.1	27.7	29.1
8	3.9	3.1	2.6	1.1	3.3	2.7
TOTAL	100.1	100.0	100.0	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	34.159	16	0.0052

## Y069 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1197	595	265	378	106	2541
1	15.9	16.0	12.8	17.7	8.5	15.6
2	27.7	28.7	27.6	29.1	26.4	28.1
3	26.1	24.7	23.0	20.4	27.4	24.6
4	27.8	27.4	33.6	30.7	34.0	29.0
8	2.6	3.2	3.0	2.1	3.8	2.8
TOTAL	100.1	100.0	100.0	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	16.638	16	0.4094



Y070 -- REG TV VIEWING: THE COSBY SHOW

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

THE COSBY SHOW

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y070 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1159	891	282	198	2530
1	46.3	46.5	51.1	51.0	47.2
2	28.9	28.7	25.5	26.3	28.3
3	12.2	12.9	12.1	12.1	12.4
4	9.5	9.9	7.5	9.6	9.4
8	3.2	2.0	3.9	1.0	2.7
TOTAL	100.1	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	10.931	12	0.5349

Y070 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1465	344	1809
1	44.4	45.6	44.6
2	28.9	27.0	28.5
3	14.1	15.7	14.4
4	10.9	7.9	10.3
8	1.8	3.8	2.2
TOTAL	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	8.543	4	0.0736

## Y070 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	582	486	537	699	288	2592
1	46.1	57.4	48.2	42.5	43.4	47.4
2	31.8	25.1	25.3	28.6	28.5	28.0
3	11.7	9.9	11.9	14.9	14.9	12.6
4	6.5	6.4	11.6	11.4	10.8	9.3
8	4.0	1.2	3.0	2.6	2.4	2.7
TOTAL	100.1	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	52.340	16	0.0001

## Y070 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	473	431	436	633	564	2537
1	56.9	47.3	42.7	48.0	41.3	47.1
2	22.8	28.1	31.4	25.9	32.1	28.0
3	9.1	15.1	10.6	15.0	13.3	12.8
4	7.4	6.5	12.8	10.0	10.1	9.4
8	3.8	3.0	2.5	1.1	3.2	2.6
TOTAL	100.0	100.0	100.0	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	58.154	16	0.0001

## Y070 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1218	610	270	386	107	2591
1	45.1	49.0	49.6	50.8	46.7	47.4
2	29.5	26.9	28.5	27.5	16.8	27.9
3	13.1	13.9	13.0	9.3	11.2	12.6
4	9.9	7.1	5.9	10.4	21.5	9.3
8	2.6	3.1	3.0	2.1	3.7	2.7
TOTAL	100.2	100.0	100.0	100.1	99.9	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	39.596	16	0.0009

Y071 -- REG TV VIEWING: FAMILY TIES

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

FAMILY TIES

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y071 BY ST/SMP PARTICIPATION

	NEITHER N=	ST 882	BOTH 280	SMP 196	TOTAL 2509
1	36.9	38.7	44.6	36.2	38.3
2	33.4	32.4	26.4	37.8	32.6
3	15.4	15.2	14.3	15.3	15.2
4	11.1	11.7	10.7	9.7	11.2
8	3.2	2.0	3.9	1.0	2.7
TOTAL	100.0	100.0	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	15.795	12	0.2008

Y071 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS N=	NO BONUS 340	TOTAL 1785
1	35.6	38.8	36.3
2	31.7	31.5	31.7
3	18.1	14.7	17.4
4	12.8	11.2	12.5
8	1.8	3.8	2.2
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	8.298	4	0.0813

## Y071 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	573	483	532	695	284	2567
1	38.7	44.9	39.9	33.4	36.3	38.4
2	34.6	31.3	30.1	33.7	32.0	32.5
3	14.0	13.5	15.4	17.4	15.9	15.3
4	8.7	9.1	11.7	13.0	13.4	11.1
8	4.0	1.2	3.0	2.6	2.5	2.7
TOTAL	100.0	100.0	100.1	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	32.562	16	0.0084

## Y071 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	470	423	431	629	559	2512
1	41.9	39.5	36.7	39.3	34.5	38.3
2	29.2	33.3	31.3	34.3	34.0	32.6
3	13.0	16.1	15.6	14.5	17.9	15.4
4	12.1	8.0	13.9	10.8	10.4	11.0
8	3.8	3.1	2.6	1.1	3.2	2.7
TOTAL	100.0	100.0	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	28.196	16	0.0300

## Y071 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1206	600	270	384	106	2566
1	38.4	38.2	38.5	39.3	35.9	38.4
2	32.3	34.7	34.8	30.2	24.5	32.5
3	16.3	15.3	13.3	13.5	15.1	15.3
4	10.4	8.7	10.4	14.8	20.8	11.1
8	2.6	3.2	3.0	2.1	3.8	2.7
TOTAL	100.0	100.1	100.0	99.9	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	25.906	16	0.0554

Y072 -- REG TV VIEWING: CHEERS

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

CHEERS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y072 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1147	881	281	196	2505
1	23.2	24.1	29.2	19.9	23.9
2	30.9	30.5	28.5	31.6	30.5
3	22.7	22.0	20.6	19.9	22.0
4	20.1	21.3	17.8	27.6	20.8
8	3.2	2.0	3.9	1.0	2.7
TOTAL	100.1	99.9	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	18.279	12	0.1075

Y072 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1448	337	1785
1	23.8	27.0	24.4
2	30.9	30.9	30.9
3	20.9	22.0	21.1
4	22.6	16.3	21.4
8	1.8	3.9	2.2
TOTAL	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	11.650	4	0.0201

Y072 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	573	481	531	693	287	2565
1	28.8	28.7	20.2	19.9	23.0	23.9
2	31.2	28.7	28.4	33.2	30.0	30.6
3	22.2	18.7	23.2	24.8	19.2	22.1
4	13.8	22.7	25.2	19.5	25.4	20.7
8	4.0	1.3	3.0	2.6	2.4	2.7
TOTAL	100.0	100.1	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	58.065	16	0.0001

Y072 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	470	422	431	631	557	2511
1	23.2	22.5	23.7	27.3	22.3	24.0
2	29.2	31.5	32.5	28.1	32.9	30.7
3	22.8	22.0	21.8	23.5	19.9	22.0
4	21.1	20.9	19.5	20.1	21.7	20.7
8	3.8	3.1	2.6	1.1	3.2	2.7
TOTAL	100.1	100.0	100.1	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	18.849	16	0.2766

Y072 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1204	604	269	381	106	2564
1	23.2	21.9	26.0	26.3	31.1	24.0
2	30.2	33.8	30.1	29.7	19.8	30.5
3	24.1	21.9	20.8	17.9	19.8	22.1
4	19.9	19.4	20.1	24.2	25.5	20.7
8	2.6	3.2	3.0	2.1	3.8	2.7
TOTAL	100.0	100.2	100.0	100.2	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	22.753	16	0.1205

Y073 -- REG TV VIEWING: NIGHT COURT

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

NIGHT COURT

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y073 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1135	876	279	191	2481
1	20.3	21.6	27.6	22.0	21.7
2	28.0	28.0	25.8	28.8	27.8
3	23.1	24.4	20.8	24.1	23.4
4	25.4	24.0	21.9	24.1	24.4
8	3.3	2.1	3.9	1.1	2.7
TOTAL	100.1	100.1	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	14.701	12	0.2582

Y073 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1435	336	1771
1	21.7	23.5	22.0
2	28.8	26.5	28.4
3	23.3	24.7	23.6
4	24.4	21.4	23.8
8	1.8	3.9	2.2
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	7.370	4	0.1176

## Y073 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	567	475	527	692	280	2541
1	26.6	24.8	17.8	17.6	23.6	21.7
2	29.8	25.9	26.6	28.3	25.7	27.6
3	19.2	24.8	23.7	25.7	23.2	23.4
4	20.3	23.2	28.8	25.7	25.0	24.6
8	4.1	1.3	3.0	2.6	2.5	2.8
TOTAL	100.0	100.0	99.9	99.9	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	42.879	16	0.0003

## Y073 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	464	417	426	624	558	2489
1	21.6	19.7	20.9	24.5	20.1	21.5
2	26.3	28.1	29.3	26.8	29.0	27.8
3	21.6	27.6	22.3	23.1	22.9	23.4
4	26.7	21.6	24.9	24.5	24.7	24.6
8	3.9	3.1	2.6	1.1	3.2	2.7
TOTAL	100.1	100.1	100.0	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	20.732	16	0.1890

## Y073 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1200	597	259	380	104	2540
1	22.0	20.4	20.5	22.4	26.0	21.7
2	27.8	28.6	25.9	29.0	17.3	27.6
3	24.3	24.6	25.5	18.2	19.2	23.4
4	23.3	23.1	25.1	28.4	33.7	24.6
8	2.6	3.2	3.1	2.1	3.9	2.8
TOTAL	100.0	99.9	100.1	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	21.785	16	0.1503



Y074 -- REG TV VIEWING: GIMME A BREAK

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

GIMME A BREAK

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y074 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1146	881	279	193	2499
1	16.8	16.4	16.5	16.6	16.6
2	31.9	33.4	26.5	27.5	31.5
3	26.4	25.8	28.7	30.1	26.7
4	21.7	22.5	24.4	24.9	22.5
8	3.2	2.0	3.9	1.0	2.7
TOTAL	100.0	100.1	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	13.192	12	0.3552

Y074 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1443	340	1783
1	11.2	14.4	11.8
2	30.6	29.1	30.3
3	29.7	30.0	29.8
4	26.7	22.7	25.9
8	1.8	3.8	2.2
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	9.425	4	0.0513

## Y074 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	569	480	532	696	284	2561
1	16.0	23.5	19.4	12.5	12.0	16.7
2	29.7	34.4	30.3	32.5	29.6	31.4
3	27.6	23.5	25.2	29.3	26.4	26.7
4	22.7	17.3	22.2	23.1	29.6	22.5
8	4.0	1.3	3.0	2.6	2.5	2.7
TOTAL	100.0	100.0	100.1	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	53.862	16	0.0001

## Y074 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	468	424	432	628	557	2509
1	20.3	20.5	16.7	15.9	12.0	16.8
2	27.1	32.8	27.6	34.9	32.1	31.2
3	25.9	25.2	26.2	27.2	29.1	26.9
4	22.9	18.4	27.1	20.9	23.5	22.5
8	3.9	3.1	2.6	1.1	3.2	2.7
TOTAL	100.1	100.0	100.2	100.0	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	41.317	16	0.0005

## Y074 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1203	602	269	380	106	2560
1	15.5	18.8	13.8	19.0	17.0	16.7
2	33.4	32.7	31.2	26.8	18.9	31.5
3	27.9	25.4	27.1	24.2	27.4	26.7
4	20.5	19.9	24.9	27.9	33.0	22.5
8	2.6	3.2	3.0	2.1	3.8	2.7
TOTAL	99.9	100.0	100.0	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	32.939	16	0.0075

Y075 -- REG TV VIEWING: CAGNEY AND LACEY

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

CAGNEY AND LACEY

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y075 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1143	878	279	197	2497
1	10.4	7.0	6.1	9.6	8.7
2	24.1	24.7	21.2	26.4	24.2
3	30.3	30.3	29.4	31.0	30.2
4	32.0	36.0	39.4	32.0	34.2
8	3.2	2.1	3.9	1.0	2.7
TOTAL	100.0	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	22.168	12	0.0357

Y075 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1442	339	1781
1	6.2	6.8	6.3
2	21.4	25.1	22.1
3	32.3	30.7	32.0
4	38.2	33.6	37.3
8	1.8	3.8	2.2
TOTAL	99.9	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	8.724	4	0.0684

## Y075 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	569	480	532	693	283	2557
1	7.7	11.3	9.2	7.4	7.4	8.6
2	22.9	26.9	23.7	25.7	18.4	24.1
3	28.3	28.1	30.8	33.0	31.1	30.4
4	37.1	32.5	33.3	31.3	40.6	34.3
8	4.0	1.3	3.0	2.6	2.5	2.7
TOTAL	100.0	100.1	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	30.918	16	0.0138

## Y075 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	467	421	431	629	558	2506
1	8.1	10.2	9.1	8.3	8.1	8.7
2	21.6	22.3	23.0	26.4	25.3	24.0
3	28.7	33.3	27.6	32.9	29.8	30.6
4	37.7	31.1	37.8	31.3	33.7	34.1
8	3.9	3.1	2.6	1.1	3.2	2.7
TOTAL	100.0	100.0	100.1	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	24.559	16	0.0780

## Y075 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1203	601	268	379	105	2556
1	7.9	8.3	6.3	11.9	11.4	8.6
2	25.2	26.0	25.8	18.5	15.2	24.0
3	31.2	32.0	27.6	28.5	26.7	30.4
4	33.2	30.6	37.3	39.1	42.9	34.3
8	2.6	3.2	3.0	2.1	3.8	2.7
TOTAL	100.1	100.1	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	30.402	16	0.0160

Y076 -- REG TV VIEWING: THE EQUALIZER

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

THE EQUALIZER

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y076 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1150	878	279	192	2499
1	15.3	14.0	11.8	17.7	14.7
2	23.3	21.2	14.7	20.8	21.4
3	22.9	23.1	28.3	25.5	23.8
4	35.3	39.6	41.2	34.9	37.5
8	3.2	2.1	3.9	1.0	2.7
TOTAL	100.0	100.0	99.9	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	24.340	12	0.0183

Y076 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1445	338	1783
1	15.8	14.2	15.5
2	21.3	21.0	21.3
3	23.8	28.1	24.6
4	37.3	32.8	36.5
8	1.8	3.9	2.2
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	9.252	4	0.0551

## Y076 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	578	476	532	691	281	2558
1	13.5	17.9	16.0	13.6	11.7	14.7
2	19.2	23.5	23.3	20.6	19.9	21.3
3	24.6	21.4	24.1	24.8	23.5	23.8
4	38.8	35.9	33.7	38.5	42.4	37.5
8	4.0	1.3	3.0	2.6	2.5	2.7
TOTAL	100.1	100.0	100.1	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	23.843	16	0.0930

## Y076 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	471	417	433	630	557	2508
1	17.2	14.2	14.6	14.6	13.6	14.8
2	20.8	19.4	17.1	22.7	23.9	21.1
3	19.8	25.7	23.6	25.6	25.0	24.0
4	38.4	37.7	42.3	36.0	34.3	37.4
8	3.8	3.1	2.5	1.1	3.2	2.7
TOTAL	100.0	100.1	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	27.770	16	0.0337

## Y076 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1202	600	267	382	106	2557
1	16.1	14.0	12.4	12.3	15.1	14.6
2	20.4	23.3	22.9	22.0	14.2	21.3
3	24.7	22.7	25.8	22.8	18.9	23.8
4	36.2	36.8	36.0	40.8	48.1	37.5
8	2.6	3.2	3.0	2.1	3.8	2.7
TOTAL	100.0	100.0	100.1	100.0	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	18.112	16	0.3174

Y077 -- REG TV VIEWING: SIMON AND SIMON

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

SIMON AND SIMON

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y077 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1145	881	280	198	2504
1	17.3	19.5	13.9	21.2	18.0
2	31.9	30.0	28.6	32.3	30.9
3	22.3	23.8	19.6	18.7	22.2
4	25.3	24.6	33.9	26.8	26.2
8	3.2	2.0	3.9	1.0	2.7
TOTAL	100.0	99.9	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	23.177	12	0.0263

Y077 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1445	339	1784
1	20.1	16.8	19.5
2	31.4	33.3	31.8
3	21.0	23.3	21.5
4	25.7	22.7	25.1
8	1.8	3.8	2.2
TOTAL	100.0	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	8.632	4	0.0710

## Y077 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	571	484	533	691	285	2564
1	16.1	19.0	20.1	18.4	13.7	17.8
2	28.4	35.5	28.9	30.5	33.3	31.0
3	22.8	22.3	23.5	22.1	20.7	22.4
4	28.7	21.9	24.6	26.3	29.8	26.1
8	4.0	1.2	3.0	2.6	2.5	2.7
TOTAL	100.0	99.9	100.1	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	26.694	16	0.0450

## Y077 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	461	426	435	632	558	2512
1	11.7	16.9	16.3	20.9	21.5	17.9
2	25.6	27.9	33.3	34.3	32.1	31.0
3	21.3	27.2	19.5	22.2	22.6	22.5
4	37.5	24.9	28.3	21.5	20.6	26.0
8	3.9	3.1	2.5	1.1	3.2	2.7
TOTAL	100.0	100.0	99.9	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	78.175	16	0.0001

## Y077 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1203	602	271	381	106	2563
1	20.3	16.9	16.6	13.7	12.3	17.8
2	32.9	29.2	32.8	29.7	18.9	31.0
3	20.8	23.9	22.1	25.5	22.6	22.4
4	23.4	26.7	25.5	29.1	42.5	26.1
8	2.6	3.2	3.0	2.1	3.8	2.7
TOTAL	100.0	99.9	100.0	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	38.511	16	0.0013



Y078 -- REG TV VIEWING: HILL STREET BLUES

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

HILL STREET BLUES

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y078 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1150	881	278	196	2505
1	19.2	18.8	20.1	22.5	19.4
2	30.5	27.8	30.6	30.1	29.5
3	26.4	26.3	23.4	24.5	25.9
4	20.7	25.0	21.9	21.9	22.4
8	3.2	2.0	4.0	1.0	2.7
TOTAL	100.0	99.9	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	13.866	12	0.3093

Y078 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1443	339	1782
1	19.8	23.6	20.5
2	30.1	28.3	29.7
3	26.2	25.1	26.0
4	22.2	19.2	21.6
8	1.8	3.8	2.2
TOTAL	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	8.732	4	0.0682

## Y078 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	574	477	533	697	284	2565
1	22.8	18.7	16.7	18.5	19.0	19.2
2	31.0	34.6	25.7	29.3	27.1	29.7
3	24.0	25.2	26.8	28.3	23.6	25.9
4	18.1	20.3	27.8	21.4	27.8	22.5
8	4.0	1.3	3.0	2.6	2.5	2.7
TOTAL	99.9	100.1	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	40.695	16	0.0006

## Y078 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	471	419	434	631	558	2513
1	21.4	17.2	19.1	20.9	17.4	19.3
2	27.4	28.9	30.9	28.4	31.9	29.5
3	25.3	26.3	24.0	28.8	25.1	26.1
4	22.1	24.6	23.5	20.8	22.4	22.5
8	3.8	3.1	2.5	1.1	3.2	2.7
TOTAL	100.0	100.1	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	20.326	16	0.2059

## Y078 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1205	601	270	381	107	2564
1	19.6	18.0	17.0	20.2	22.4	19.2
2	28.6	29.3	37.0	31.0	21.5	29.7
3	25.5	26.8	26.7	24.4	29.9	25.9
4	23.8	22.8	16.3	22.3	22.4	22.5
8	2.6	3.2	3.0	2.1	3.7	2.7
TOTAL	100.1	100.1	100.0	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	18.532	16	0.2937

Y079 -- REG TV VIEWING: BLACKIE'S MAGIC

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

BLACKIE'S MAGIC

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y079 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1135	875	279	192	2481
1	4.7	7.1	7.5	6.3	6.0
2	15.1	16.2	16.5	14.6	15.6
3	23.6	24.2	22.9	22.4	23.7
4	53.4	50.4	49.1	55.7	52.0
8	3.3	2.1	3.9	1.0	2.7
TOTAL	100.1	100.0	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	15.127	12	0.2346

Y079 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1430	336	1766
1	6.7	4.8	6.3
2	15.1	20.8	16.2
3	25.4	22.3	24.8
4	51.0	48.2	50.5
8	1.8	3.9	2.2
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	13.770	4	0.0081

## Y079 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	567	475	527	689	279	2537
1	5.3	5.5	7.0	5.2	7.2	5.9
2	14.1	19.2	15.6	13.6	17.2	15.6
3	23.8	22.5	24.1	25.4	18.6	23.5
4	52.7	51.6	50.3	53.1	54.5	52.3
8	4.1	1.3	3.0	2.6	2.5	2.8
TOTAL	100.0	100.1	100.0	99.9	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	22.309	16	0.1335

## Y079 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	457	420	425	629	556	2487
1	3.7	5.7	5.2	7.3	7.0	6.0
2	12.5	12.4	15.1	17.8	18.5	15.6
3	17.1	25.5	20.9	24.2	28.2	23.4
4	62.8	53.3	56.2	49.6	43.0	52.3
8	3.9	3.1	2.6	1.1	3.2	2.7
TOTAL	100.0	100.0	100.0	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	63.861	16	0.0001

## Y079 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1196	595	263	378	104	2536
1	7.5	5.7	2.3	3.7	4.8	5.9
2	16.6	16.1	16.7	11.1	14.4	15.6
3	25.7	22.2	20.5	22.2	17.3	23.5
4	47.7	52.8	57.4	60.9	59.6	52.3
8	2.6	3.2	3.0	2.1	3.9	2.8
TOTAL	100.1	100.0	99.9	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	40.594	16	0.0006

Y080 -- REG TV VIEWING: MOONLIGHTING

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

MOONLIGHTING

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y080 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1146	877	280	195	2498
1	23.5	23.3	26.8	23.1	23.7
2	23.9	23.8	22.1	24.6	23.7
3	20.6	18.4	20.4	19.5	19.7
4	28.8	32.5	26.8	31.8	30.1
8	3.2	2.1	3.9	1.0	2.7
TOTAL	100.0	100.1	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	12.575	12	0.4007

Y080 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1443	340	1783
1	22.9	23.8	23.1
2	22.8	25.9	23.4
3	20.1	17.4	19.6
4	32.4	29.1	31.7
8	1.8	3.8	2.2
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	8.325	4	0.0804

Y080 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	570	481	529	693	286	2559
1	24.4	25.4	26.7	20.8	21.3	23.7
2	21.2	24.1	22.1	26.3	24.8	23.7
3	18.6	21.0	19.7	20.9	16.4	19.7
4	31.8	28.3	28.5	29.4	35.0	30.2
8	4.0	1.3	3.0	2.6	2.5	2.7
TOTAL	100.0	100.1	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	24.290	16	0.0833

Y080 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	466	421	431	631	559	2508
1	27.0	25.2	20.0	23.8	22.7	23.7
2	22.3	21.9	25.1	23.3	25.2	23.6
3	18.0	22.1	18.1	19.0	21.5	19.7
4	28.8	27.8	34.3	32.8	27.4	30.3
8	3.9	3.1	2.6	1.1	3.2	2.7
TOTAL	100.0	100.1	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	26.357	16	0.0492

Y080 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1195	604	269	383	107	2558
1	24.6	23.7	21.2	24.3	17.8	23.7
2	23.9	24.2	26.8	23.0	14.0	23.7
3	18.7	23.2	17.5	18.5	20.6	19.7
4	30.2	25.8	31.6	32.1	43.9	30.2
8	2.6	3.2	3.0	2.1	3.7	2.7
TOTAL	100.0	100.1	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	26.227	16	0.0509

Y081 -- REG TV VIEWING: MACGIVER

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

MACGIVER

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y081 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1145	879	279	196	2499
1	19.7	22.1	21.2	18.4	20.6
2	20.6	22.9	20.8	22.5	21.6
3	23.7	20.9	21.5	21.9	22.3
4	32.8	32.1	32.6	36.2	32.8
8	3.2	2.1	3.9	1.0	2.7
TOTAL	100.0	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	12.063	12	0.4406

Y081 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1441	339	1780
1	21.1	22.7	21.4
2	21.9	22.7	22.1
3	22.1	22.4	22.2
4	33.0	28.3	32.1
8	1.8	3.8	2.2
TOTAL	99.9	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	7.484	4	0.1124

## Y081 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	570	480	530	694	285	2559
1	18.4	25.0	21.3	18.6	21.4	20.6
2	20.2	25.6	20.8	20.8	21.8	21.7
3	21.4	19.6	24.5	23.5	20.7	22.2
4	36.0	28.5	30.4	34.6	33.7	32.8
8	4.0	1.3	3.0	2.6	2.5	2.7
TOTAL	100.0	100.0	100.0	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	29.441	16	0.0211

## Y081 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	464	424	431	632	558	2509
1	17.7	23.4	15.1	21.5	23.7	20.5
2	18.3	17.7	21.8	22.9	25.5	21.6
3	21.6	24.3	23.0	23.4	19.7	22.3
4	38.6	31.6	37.6	31.0	28.0	33.0
8	3.9	3.1	2.6	1.1	3.2	2.7
TOTAL	100.1	100.1	100.1	99.9	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	47.056	16	0.0001

## Y081 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1202	604	266	381	105	2558
1	24.5	19.9	16.5	15.0	11.4	20.6
2	22.5	22.2	21.4	21.5	10.5	21.7
3	21.0	22.9	26.3	22.3	21.9	22.2
4	29.5	32.0	32.7	39.1	52.4	32.8
8	2.6	3.2	3.0	2.1	3.8	2.7
TOTAL	100.1	100.2	99.9	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	53.119	16	0.0001



Y082 -- REG TV VIEWING: STINGRAY

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

STINGRAY

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y082 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1147	872	278	193	2490
1	16.8	16.7	16.9	19.2	17.0
2	18.1	15.5	15.5	16.6	16.8
3	19.8	19.7	19.8	15.5	19.4
4	42.0	46.0	43.9	47.7	44.1
8	3.2	2.1	4.0	1.0	2.7
TOTAL	99.9	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	13.037	12	0.3663

Y082 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1440	337	1777
1	17.9	18.1	18.0
2	16.7	19.0	17.1
3	20.4	20.5	20.4
4	43.2	38.6	42.3
8	1.8	3.9	2.2
TOTAL	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	7.484	4	0.1124

## Y082 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	569	477	530	692	284	2552
1	14.1	21.6	16.0	17.6	15.1	17.0
2	18.3	18.5	18.1	14.0	15.9	16.9
3	16.5	19.3	21.1	20.7	20.1	19.5
4	47.1	39.4	41.7	45.1	46.5	43.9
8	4.0	1.3	3.0	2.6	2.5	2.7
TOTAL	100.0	100.1	99.9	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	31.454	16	0.0118

## Y082 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	465	418	429	633	556	2501
1	15.7	17.5	13.1	16.9	21.2	17.1
2	17.4	15.1	16.3	17.9	16.2	16.7
3	20.2	18.7	18.4	21.2	19.1	19.6
4	42.8	45.7	49.7	43.0	40.3	43.9
8	3.9	3.1	2.6	1.1	3.2	2.7
TOTAL	100.0	100.1	100.1	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	27.835	16	0.0331

## Y082 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1196	601	267	381	106	2551
1	19.8	15.6	17.6	11.0	12.3	17.0
2	16.7	18.0	17.6	16.5	11.3	16.9
3	19.7	19.3	21.0	20.2	11.3	19.5
4	41.1	43.9	40.8	50.1	61.3	43.9
8	2.6	3.2	3.0	2.1	3.8	2.7
TOTAL	99.9	100.0	100.0	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	37.159	16	0.0020

Y083 -- REG TV VIEWING: AIRWOLF

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

AIRWOLF

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y083 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1150	877	281	193	2501
1	17.5	21.3	21.7	16.1	19.2
2	25.0	23.3	19.2	23.3	23.6
3	23.7	22.7	23.8	22.8	23.3
4	30.7	30.7	31.3	36.8	31.2
8	3.2	2.1	3.9	1.0	2.7
TOTAL	100.1	100.1	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	17.310	12	0.1383

Y083 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1446	335	1781
1	21.5	17.0	20.7
2	24.5	27.8	25.1
3	24.3	23.3	24.1
4	27.9	28.1	28.0
8	1.8	3.9	2.2
TOTAL	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	9.322	4	0.0535

## Y083 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	574	479	535	690	283	2561
1	15.3	21.1	18.9	21.2	19.4	19.2
2	22.3	23.6	24.1	23.3	26.2	23.6
3	21.6	24.8	23.2	24.1	22.6	23.3
4	36.8	29.2	30.8	28.8	29.3	31.2
8	4.0	1.3	3.0	2.6	2.5	2.7
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	24.836	16	0.0728

## Y083 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	466	418	431	636	560	2511
1	15.7	18.7	15.1	21.1	23.4	19.2
2	21.0	24.2	20.2	24.4	26.6	23.5
3	20.4	21.5	24.8	25.3	24.1	23.4
4	39.1	32.5	37.4	28.1	22.7	31.3
8	3.9	3.1	2.6	1.1	3.2	2.7
TOTAL	100.1	100.0	100.1	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	61.812	16	0.0001

## Y083 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1203	602	264	385	106	2560
1	23.8	17.1	16.3	10.9	15.1	19.1
2	25.1	23.1	22.0	23.9	13.2	23.6
3	22.3	23.3	25.4	24.9	24.5	23.3
4	26.3	33.4	33.3	38.2	43.4	31.2
8	2.6	3.2	3.0	2.1	3.8	2.7
TOTAL	100.1	100.1	100.0	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	61.746	16	0.0001

Y084 -- REG TV VIEWING: THE A-TEAM

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

THE A-TEAM

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y084 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1151	874	280	195	2500
1	17.1	16.7	21.8	15.9	17.4
2	28.3	30.9	22.1	24.6	28.2
3	27.5	26.9	28.2	29.2	27.5
4	23.9	23.5	23.9	29.2	24.2
8	3.2	2.1	3.9	1.0	2.7
TOTAL	100.0	100.1	99.9	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	19.096	12	0.0862

Y084 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1442	340	1782
1	17.1	19.7	17.6
2	30.2	26.5	29.5
3	28.0	30.3	28.5
4	22.9	19.7	22.3
8	1.8	3.8	2.2
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	9.300	4	0.0540

## Y084 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	569	480	536	691	284	2560
1	15.6	21.3	17.2	15.6	17.3	17.2
2	26.9	31.7	29.7	27.9	24.3	28.4
3	27.9	25.6	26.5	27.5	31.7	27.5
4	25.5	20.2	23.7	26.3	24.3	24.2
8	4.0	1.3	3.0	2.6	2.5	2.7
TOTAL	99.9	100.1	100.1	99.9	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	25.923	16	0.0551

## Y084 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	462	426	430	632	559	2509
1	13.0	17.1	13.5	19.5	20.2	17.0
2	31.4	25.8	25.6	30.7	28.3	28.6
3	24.5	29.6	30.0	28.5	25.2	27.5
4	27.3	24.4	28.4	20.3	23.1	24.3
8	3.9	3.1	2.6	1.1	3.2	2.7
TOTAL	100.1	100.0	100.1	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	40.879	16	0.0006

## Y084 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1203	604	267	380	105	2559
1	19.6	18.4	15.7	9.7	13.3	17.2
2	30.8	27.8	28.1	25.8	14.3	28.4
3	26.0	25.2	33.3	30.3	32.4	27.5
4	21.0	25.5	19.9	32.1	36.2	24.2
8	2.6	3.2	3.0	2.1	3.8	2.7
TOTAL	100.0	100.1	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	61.355	16	0.0001

Y085 -- REG TV VIEWING: HUNTER

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

HUNTER

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y085 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1133	863	274	191	2461
1	15.2	17.3	19.0	13.1	16.2
2	28.1	23.9	23.4	23.6	25.7
3	22.2	24.0	23.0	22.0	22.9
4	31.3	32.8	30.7	40.3	32.5
8	3.3	2.1	4.0	1.1	2.8
TOTAL	100.1	100.1	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	19.522	12	0.0767

Y085 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1417	336	1753
1	16.8	15.8	16.6
2	26.1	28.6	26.6
3	23.2	23.5	23.3
4	32.0	28.3	31.3
8	1.8	3.9	2.2
TOTAL	99.9	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	7.081	4	0.1317

## Y085 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	559	473	529	681	280	2522
1	14.7	19.0	16.8	16.6	11.1	16.1
2	26.3	28.1	25.0	22.8	30.7	25.9
3	21.8	22.8	21.7	24.1	23.6	22.8
4	33.1	28.8	33.5	33.9	32.1	32.5
8	4.1	1.3	3.0	2.6	2.5	2.8
TOTAL	100.0	100.0	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	25.602	16	0.0599

## Y085 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	458	413	422	628	551	2472
1	14.0	14.5	13.3	19.8	17.2	16.1
2	25.6	28.1	23.7	24.8	27.4	25.9
3	21.8	23.0	21.3	23.9	23.6	22.9
4	34.7	31.2	39.1	30.4	28.5	32.4
8	3.9	3.2	2.6	1.1	3.3	2.7
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	32.506	16	0.0086

## Y085 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1183	591	265	376	106	2521
1	19.4	14.7	14.0	9.6	14.2	16.1
2	27.6	23.5	24.2	27.9	17.9	25.9
3	22.6	23.0	26.4	21.3	19.8	22.8
4	27.8	35.5	32.5	39.1	44.3	32.5
8	2.6	3.2	3.0	2.1	3.8	2.8
TOTAL	100.0	99.9	100.1	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	49.119	16	0.0001



Y086 -- REG TV VIEWING: MIAMI VICE

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

MIAMI VICE

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y086 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1153	871	277	193	2494
1	33.6	40.6	40.4	32.1	36.7
2	30.9	28.5	25.3	25.9	29.0
3	16.2	14.7	18.1	25.4	16.6
4	16.1	14.1	12.3	15.5	15.0
8	3.2	2.1	4.0	1.0	2.7
TOTAL	100.0	100.0	100.1	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	32.532	12	0.0011

Y086 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1441	339	1780
1	37.5	36.6	37.3
2	29.6	30.7	29.8
3	16.3	16.5	16.4
4	14.8	12.4	14.3
8	1.8	3.8	2.2
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	6.428	4	0.1694

## Y086 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	579	476	529	687	284	2555
1	35.9	44.3	34.6	34.1	34.9	36.6
2	30.4	27.7	28.9	30.1	27.5	29.2
3	15.9	17.0	15.9	16.5	18.3	16.5
4	13.8	9.7	17.6	16.7	16.9	15.0
8	4.0	1.3	3.0	2.6	2.5	2.7
TOTAL	100.0	100.0	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	33.229	16	0.0069

## Y086 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	461	419	435	625	562	2502
1	38.4	39.4	31.3	34.9	38.3	36.4
2	29.1	29.6	30.3	31.2	26.9	29.4
3	15.0	16.0	15.9	18.1	17.1	16.6
4	13.7	11.9	20.0	14.7	14.6	15.0
8	3.9	3.1	2.5	1.1	3.2	2.7
TOTAL	100.1	100.0	100.0	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	29.257	16	0.0223

## Y086 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1195	605	270	379	105	2554
1	41.4	34.1	31.1	32.7	23.8	36.6
2	27.9	29.8	32.2	30.6	28.6	29.2
3	14.1	17.9	20.7	18.7	18.1	16.5
4	14.1	15.2	13.0	15.8	25.7	15.0
8	2.6	3.1	3.0	2.1	3.8	2.7
TOTAL	100.1	100.1	100.0	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	39.475	16	0.0009

Y087 -- REG TV VIEWING: HARDCASTLE AND MCCORMICK

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

HARDCASTLE AND MCCORMICK

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y087 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1137	876	282	195	2490
1	15.7	19.2	17.0	14.4	17.0
2	31.4	33.5	26.2	34.9	31.8
3	25.4	24.3	26.2	24.1	25.0
4	24.3	21.0	26.6	25.6	23.5
8	3.3	2.1	3.9	1.0	2.7
TOTAL	100.1	100.1	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	19.305	12	0.0814

Y087 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1432	335	1767
1	17.9	17.3	17.8
2	32.3	33.7	32.5
3	25.1	24.2	25.0
4	22.9	20.9	22.5
8	1.8	3.9	2.2
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	6.061	4	0.1947

## Y087 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	572	479	531	684	283	2549
1	15.4	16.5	17.5	19.2	14.1	16.9
2	31.1	36.3	30.1	30.7	30.4	31.7
3	24.3	23.4	24.9	25.6	28.6	25.1
4	25.2	22.6	24.5	21.9	24.4	23.6
8	4.0	1.3	3.0	2.6	2.5	2.8
TOTAL	100.0	100.1	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	19.942	16	0.2229

## Y087 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	468	417	430	628	557	2500
1	13.7	17.3	13.3	18.5	19.9	16.8
2	26.3	29.5	32.3	34.6	33.4	31.5
3	25.2	27.6	22.8	25.2	26.0	25.4
4	31.0	22.5	29.1	20.7	17.4	23.6
8	3.9	3.1	2.6	1.1	3.2	2.7
TOTAL	100.1	100.0	100.1	100.1	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	56.224	16	0.0001

## Y087 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1192	603	268	381	104	2548
1	20.2	16.3	13.8	12.3	7.7	16.9
2	32.6	31.8	31.0	31.5	23.1	31.7
3	23.4	25.9	28.0	26.0	28.9	25.1
4	21.2	22.9	24.3	28.1	36.5	23.6
8	2.6	3.2	3.0	2.1	3.9	2.8
TOTAL	100.0	100.1	100.1	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	40.396	16	0.0007

Y088 -- REG TV VIEWING: RIPTIDE

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

RIPTIDE

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y088 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1143	871	278	193	2485
1	11.9	18.3	17.6	11.9	14.8
2	29.0	30.2	30.6	29.0	29.6
3	25.5	23.2	21.6	25.9	24.3
4	30.5	26.3	26.3	32.1	28.7
8	3.2	2.1	4.0	1.0	2.7
TOTAL	100.1	100.1	100.1	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	29.014	12	0.0039

Y088 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1439	334	1773
1	15.9	17.7	16.2
2	31.4	33.2	31.8
3	24.5	20.4	23.7
4	26.4	24.9	26.1
8	1.8	3.9	2.2
TOTAL	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	8.332	4	0.0801

## Y088 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	569	476	536	679	285	2545
1	13.7	14.5	15.1	16.4	13.3	14.8
2	28.7	34.9	25.8	29.2	29.5	29.4
3	26.9	25.2	24.1	23.0	22.5	24.4
4	26.7	24.2	32.1	28.9	32.3	28.6
8	4.0	1.3	3.0	2.7	2.5	2.8
TOTAL	100.0	100.1	100.1	100.2	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	27.194	16	0.0394

## Y088 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	465	417	429	627	560	2498
1	9.7	14.2	12.4	19.3	16.6	14.9
2	22.4	32.4	27.7	30.9	32.5	29.4
3	25.6	24.0	24.9	25.2	23.0	24.5
4	38.5	26.4	32.4	23.4	24.6	28.5
8	3.9	3.1	2.6	1.1	3.2	2.7
TOTAL	100.1	100.1	100.0	99.9	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	69.415	16	0.0001

## Y088 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1193	597	270	379	105	2544
1	19.6	13.2	10.7	7.4	5.7	14.8
2	33.8	26.5	30.0	22.7	20.0	29.4
3	21.3	27.8	28.9	27.2	20.0	24.5
4	22.7	29.3	27.4	40.6	50.5	28.6
8	2.6	3.2	3.0	2.1	3.8	2.8
TOTAL	100.0	100.0	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	125.982	16	0.0001

Y089 -- REG TV VIEWING: KNIGHT RIDER

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

KNIGHT RIDER

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y089 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1149	875	278	190	2492
1	11.7	11.3	15.5	10.5	11.9
2	29.8	30.7	19.4	25.3	28.6
3	30.8	29.4	31.3	33.2	30.5
4	24.5	26.5	29.9	30.0	26.2
8	3.2	2.1	4.0	1.1	2.7
TOTAL	100.0	100.0	100.1	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHI-SQUARE	25.003	12	0.0148

Y089 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1441	335	1776
1	10.6	13.1	11.0
2	28.3	27.2	28.1
3	31.3	32.5	31.5
4	28.0	23.3	27.1
8	1.8	3.9	2.2
TOTAL	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	9.506	4	0.0496

## Y089 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	566	482	533	688	283	2552
1	9.4	15.2	13.9	10.5	12.7	12.1
2	22.6	32.2	29.5	31.5	25.4	28.6
3	34.6	29.3	27.8	29.5	31.5	30.5
4	29.3	22.2	25.9	25.9	27.9	26.2
8	4.1	1.2	3.0	2.6	2.5	2.7
TOTAL	100.0	100.1	100.1	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	40.916	16	0.0006

## Y089 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	468	422	431	625	557	2503
1	10.9	12.3	9.7	12.8	13.5	12.0
2	26.5	29.6	23.7	33.8	26.9	28.5
3	31.4	32.0	30.9	28.3	31.1	30.6
4	27.4	23.0	33.2	24.0	25.3	26.3
8	3.9	3.1	2.6	1.1	3.2	2.7
TOTAL	100.1	100.0	100.1	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	36.230	16	0.0027

## Y089 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1193	602	271	381	104	2551
1	13.0	14.0	11.1	7.6	9.6	12.1
2	29.8	29.4	30.3	24.7	19.2	28.6
3	29.7	27.9	32.8	36.2	26.0	30.4
4	24.9	25.6	22.9	29.4	41.4	26.2
8	2.6	3.2	3.0	2.1	3.9	2.7
TOTAL	100.0	100.1	100.1	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	36.948	16	0.0021



Y090 -- REG TV VIEWING: AMAZING STORIES

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

AMAZING STORIES

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y090 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1152	879	281	193	2505
1	16.9	19.5	18.5	13.0	17.7
2	30.9	28.7	27.8	29.0	29.6
3	26.0	26.4	27.4	24.9	26.2
4	23.0	23.4	22.4	32.1	23.8
8	3.2	2.1	3.9	1.0	2.7
TOTAL	100.0	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	18.249	12	0.1083

Y090 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1451	340	1791
1	17.9	18.2	18.0
2	29.8	31.2	30.1
3	27.2	25.9	26.9
4	23.3	20.9	22.8
8	1.8	3.8	2.2
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	6.267	4	0.1801

## Y090 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	567	480	537	696	285	2565
1	16.8	21.7	16.4	15.1	22.1	17.7
2	25.8	30.6	30.0	30.0	34.0	29.6
3	28.4	23.5	28.1	26.6	21.1	26.1
4	25.0	22.9	22.5	25.7	20.4	23.8
8	4.1	1.3	3.0	2.6	2.5	2.7
TOTAL	100.1	100.0	100.0	100.0	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	33.007	16	0.0074

## Y090 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	468	423	435	629	562	2517
1	23.3	18.2	14.5	16.4	16.0	17.6
2	30.8	26.0	28.1	32.9	29.4	29.7
3	22.2	27.0	25.8	26.9	28.7	26.2
4	19.9	25.8	29.2	22.7	22.8	23.8
8	3.9	3.1	2.5	1.1	3.2	2.7
TOTAL	100.1	100.1	100.1	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	40.156	16	0.0007

## Y090 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1206	604	270	379	105	2564
1	19.8	17.2	14.1	14.8	16.2	17.7
2	30.2	28.6	30.7	28.0	32.4	29.6
3	26.1	28.0	25.6	25.1	21.0	26.1
4	21.3	23.0	26.7	30.1	26.7	23.8
8	2.6	3.2	3.0	2.1	3.8	2.7
TOTAL	100.0	100.0	100.1	100.1	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	22.631	16	0.1240

Y091 -- REG TV VIEWING: ALFRED HITCHCOCK

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

ALFRED HITCHCOCK

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y091 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1148	875	280	191	2494
1	16.3	15.8	13.6	12.0	15.5
2	24.7	25.8	22.5	27.8	25.1
3	26.7	24.2	26.8	22.5	25.5
4	29.1	32.1	33.2	36.7	31.2
8	3.2	2.1	3.9	1.1	2.7
TOTAL	100.0	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	16.296	12	0.1781

Y091 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1439	339	1778
1	15.1	13.6	14.8
2	25.6	24.8	25.4
3	26.1	26.6	26.2
4	31.5	31.3	31.4
8	1.8	3.8	2.2
TOTAL	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	5.665	4	0.2256

## Y091 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	565	478	535	692	283	2553
1	16.8	18.0	13.5	13.3	16.6	15.4
2	23.0	28.2	26.2	24.0	25.8	25.2
3	23.9	24.9	24.5	26.9	27.2	25.4
4	32.2	27.6	32.9	33.2	27.9	31.3
8	4.1	1.3	3.0	2.6	2.5	2.7
TOTAL	100.0	100.0	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	23.826	16	0.0934

## Y091 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	467	421	432	627	557	2504
1	22.9	14.5	11.1	14.5	13.5	15.3
2	25.7	24.9	24.1	25.5	26.0	25.3
3	22.3	24.2	27.6	27.9	23.9	25.3
4	25.3	33.3	34.7	30.9	33.4	31.5
8	3.9	3.1	2.6	1.1	3.2	2.7
TOTAL	100.1	100.0	100.1	99.9	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	47.047	16	0.0001

## Y091 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1199	599	268	380	106	2552
1	16.4	14.2	11.2	15.3	19.8	15.3
2	24.4	27.1	28.0	22.1	29.3	25.2
3	25.5	23.9	23.5	29.5	22.6	25.4
4	31.1	31.7	34.3	31.1	24.5	31.3
8	2.6	3.2	3.0	2.1	3.8	2.7
TOTAL	100.0	100.1	100.0	100.1	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	17.608	16	0.3473

Y092 -- REG TV VIEWING: 60 MINUTES

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

60 MINUTES

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y092 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1145	875	281	194	2495
1	15.8	12.8	21.7	15.0	15.4
2	29.1	31.0	30.3	40.2	30.7
3	24.5	23.8	19.9	22.7	23.6
4	27.3	30.4	24.2	21.1	27.6
8	3.2	2.1	3.9	1.0	2.7
TOTAL	99.9	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	32.760	12	0.0011

Y092 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1436	344	1780
1	15.7	13.7	15.3
2	31.8	30.2	31.5
3	23.1	25.3	23.5
4	27.7	27.0	27.5
8	1.8	3.8	2.2
TOTAL	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	6.523	4	0.1634

## Y092 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	567	479	530	697	282	2555
1	14.8	16.3	15.9	13.3	17.4	15.2
2	32.5	32.2	30.9	29.3	28.7	30.8
3	22.4	24.8	22.3	25.4	22.7	23.7
4	26.3	25.5	27.9	29.4	28.7	27.6
8	4.1	1.3	3.0	2.6	2.5	2.7
TOTAL	100.1	100.1	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	16.707	16	0.4048

## Y092 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	467	422	430	628	558	2505
1	21.4	14.7	14.0	14.3	11.7	15.1
2	32.6	29.6	33.3	29.8	30.1	30.9
3	20.6	25.6	23.3	25.6	23.1	23.7
4	21.6	27.0	27.0	29.1	31.9	27.6
8	3.9	3.1	2.6	1.1	3.2	2.7
TOTAL	100.1	100.0	100.2	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	42.389	16	0.0003

## Y092 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1199	603	264	383	105	2554
1	11.9	15.3	14.0	20.1	37.1	15.2
2	28.4	28.9	30.7	38.9	39.1	30.8
3	25.2	24.4	24.6	20.9	10.5	23.7
4	31.9	28.4	27.7	18.0	9.5	27.6
8	2.6	3.2	3.0	2.1	3.8	2.7
TOTAL	100.0	100.2	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	106.580	16	0.0001

Y093 -- REG TV VIEWING:RIPLEY'S BELIEVE IT O NOT

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

RIPLEY'S BELIEVE IT OR NOT

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y093 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1145	874	279	192	2490
1	11.7	11.2	14.7	8.9	11.7
2	34.8	36.0	24.7	31.8	33.9
3	29.0	28.0	31.9	30.2	29.1
4	21.3	22.7	24.7	28.1	22.7
8	3.2	2.1	3.9	1.0	2.7
TOTAL	100.0	100.0	99.9	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	23.426	12	0.0243

Y093 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1437	340	1777
1	12.6	11.2	12.3
2	34.1	36.8	34.6
3	30.3	26.5	29.5
4	21.2	21.8	21.3
8	1.8	3.8	2.2
TOTAL	100.0	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	7.478	4	0.1127

## Y093 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	562	477	535	694	283	2551
1	10.7	14.1	12.9	9.9	12.4	11.8
2	30.8	36.5	35.1	32.7	35.3	33.8
3	28.5	28.1	27.3	31.7	27.2	28.9
4	26.0	20.1	21.7	23.1	22.6	22.8
8	4.1	1.3	3.0	2.6	2.5	2.7
TOTAL	100.1	100.1	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	23.464	16	0.1019

## Y093 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	465	420	431	627	558	2501
1	14.6	13.1	8.1	11.8	10.9	11.7
2	32.0	33.8	32.7	35.7	33.7	33.8
3	28.4	27.6	28.1	30.3	29.4	28.9
4	21.1	22.4	28.5	21.1	22.8	23.0
8	3.9	3.1	2.6	1.1	3.2	2.7
TOTAL	100.0	100.0	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	27.940	16	0.0321

## Y093 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1201	594	271	379	105	2550
1	12.0	11.3	12.6	10.8	13.3	11.8
2	36.4	31.1	28.4	34.3	30.5	33.8
3	27.2	31.5	37.3	24.8	26.7	28.9
4	21.8	22.9	18.8	28.0	25.7	22.8
8	2.6	3.2	3.0	2.1	3.8	2.8
TOTAL	100.0	100.0	100.1	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	27.436	16	0.0369



Y094 -- REG TV VIEWING: TWILIGHT ZONE

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

TWILIGHT ZONE

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,703

Y094 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1146	877	281	193	2497
1	20.4	20.5	21.0	14.5	20.1
2	32.2	31.4	28.1	38.3	31.9
3	24.1	24.7	24.6	25.4	24.5
4	20.1	21.3	22.4	20.7	20.8
8	3.2	2.1	3.9	1.0	2.7
TOTAL	100.0	100.0	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	14.072	12	0.2961

Y094 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1440	341	1781
1	20.4	17.9	19.9
2	33.1	36.1	33.7
3	25.1	22.3	24.6
4	19.6	19.9	19.7
8	1.8	3.8	2.2
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	7.548	4	0.1096

## Y094 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	566	480	534	693	284	2557
1	18.2	25.2	19.3	17.5	22.5	20.0
2	30.6	33.8	32.0	32.5	30.6	32.0
3	24.9	20.8	24.7	26.4	24.3	24.4
4	22.3	19.0	21.0	21.1	20.1	20.8
8	4.1	1.3	3.0	2.6	2.5	2.7
TOTAL	100.1	100.1	100.0	100.1	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	24.699	16	0.0753

## Y094 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	466	423	431	624	564	2508
1	25.1	14.9	18.6	20.0	20.7	20.0
2	32.2	33.6	34.8	30.9	29.6	32.0
3	20.4	25.1	25.5	27.7	23.4	24.6
4	18.5	23.4	18.6	20.2	23.1	20.8
8	3.9	3.1	2.6	1.1	3.2	2.7
TOTAL	100.1	100.1	100.1	99.9	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	35.239	16	0.0037

## Y094 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1199	602	269	383	103	2556
1	20.2	19.3	17.5	21.7	22.3	20.0
2	32.4	30.2	30.1	34.7	32.0	32.0
3	23.9	25.8	28.6	21.2	24.3	24.5
4	20.9	21.6	20.8	20.4	17.5	20.8
8	2.6	3.2	3.0	2.1	3.9	2.7
TOTAL	100.0	100.1	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	10.264	16	0.8525

X173 -- CABLE TV IN HOUSEHOLD

IS THERE CABLE TV IN THE HOUSEHOLD WHERE YOU WERE  
LIVING BEFORE YOU ENTERED THE ARMY?

- 1 YES
- 2 NO - GO TO QUESTION #129
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A154 B154 C154 D127 TOTAL NPS SURVEYED IS 2,703

X173 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1184	897	284	202	2567
1	57.8	55.1	54.9	61.4	56.8
2	39.1	42.9	41.2	37.6	40.6
8	3.1	2.0	3.9	1.0	2.7
TOTAL	100.0	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	10.015	6	0.1240

X173 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1478	347	1825
1	58.3	56.2	57.9
2	40.0	40.1	40.0
8	1.8	3.8	2.1
TOTAL	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	5.400	2	0.0672

## X173 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	590	490	545	709	295	2629
1	59.5	57.4	57.4	55.0	53.6	56.8
2	36.6	41.4	39.6	42.5	44.1	40.6
8	3.9	1.2	2.9	2.5	2.4	2.7
TOTAL	100.0	100.0	99.9	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	13.239	8	0.1039

## X173 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	484	434	441	641	577	2577
1	56.0	63.1	64.6	64.9	37.6	56.8
2	40.3	33.9	32.9	34.0	59.3	40.6
8	3.7	3.0	2.5	1.1	3.1	2.6
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	129.220	8	0.0001

## X173 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1224	620	281	391	112	2628
1	56.5	55.2	60.9	58.3	53.6	56.8
2	40.9	41.8	36.3	39.6	42.9	40.5
8	2.5	3.1	2.9	2.1	3.6	2.7
TOTAL	99.9	100.1	100.1	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	4.631	8	0.7962

X747 -- WATCH CABLE ONLY:SPORTS PROGRAMMING

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON CABLE ONLY CHANNELS?

SPORTS PROGRAMMING ON CABLE ONLY CHANNELS

- 1 REGULARLY TURN ON THE TV TO WATCH IT
- 2 SOMETIMES WATCH IT-I WATCH IT IF IT HAPPENS TO BE ON WHEN I TURN ON THE TV
- 3 HAVE WATCHED IT ONCE OR TWICE
- 4 HAVE NEVER WATCHED IT
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP
- 9 NO CABLE TV IN HOUSEHOLD: VALID SKIP

SURVEY ITEMS #: A155 B155 C155 D128 TOTAL NPS SURVEYED IS 2,703

X747 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1165	890	279	198	2532
1	16.4	11.9	14.7	16.7	14.7
2	21.6	22.3	20.8	21.7	21.8
3	9.5	10.7	7.2	10.1	9.7
4	9.5	9.9	11.5	12.1	10.1
8	3.2	2.0	3.9	1.0	2.7
9	39.7	43.3	41.9	38.4	41.1
TOTAL	99.9	100.1	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	20.419	15	0.1564

X747 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1461	341	1802
1	15.6	16.1	15.7
2	24.2	21.4	23.7
3	9.5	10.9	9.7
4	8.5	7.0	8.2
8	1.8	3.8	2.2
9	40.5	40.8	40.5
TOTAL	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	7.531	5	0.1840

## X747 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	575	487	538	704	289	2593
1	16.2	19.3	13.8	12.8	10.4	14.7
2	23.0	22.6	20.8	20.5	23.5	21.8
3	9.9	8.2	11.3	9.4	8.3	9.6
4	9.4	7.0	11.0	12.1	10.4	10.1
8	4.0	1.2	3.0	2.6	2.4	2.7
9	37.6	41.7	40.2	42.8	45.0	41.1
TOTAL	100.1	100.0	100.1	100.2	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	37.928	20	0.0090

## X747 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	474	426	437	637	569	2543
1	18.8	19.0	14.9	14.9	7.7	14.7
2	20.7	21.4	26.5	26.2	14.8	21.9
3	9.1	11.5	10.1	11.0	6.9	9.6
4	6.5	10.6	12.8	12.6	7.4	10.0
8	3.8	3.1	2.5	1.1	3.2	2.6
9	41.1	34.5	33.2	34.2	60.1	41.2
TOTAL	100.0	100.1	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	155.290	20	0.0001

## X747 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1212	607	277	386	110	2592
1	13.1	14.5	14.8	19.4	16.4	14.7
2	21.8	20.1	27.1	22.0	18.2	21.8
3	11.0	8.6	7.9	8.0	9.1	9.6
4	10.2	11.0	10.5	8.3	9.1	10.1
8	2.6	3.1	2.9	2.1	3.6	2.7
9	41.3	42.7	36.8	40.2	43.6	41.1
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	23.328	20	0.2730

X748 -- WATCH CABLE ONLY:MOVIES W/OUT COMMERCIAL

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON CABLE ONLY CHANNELS?

MOVIES WITHOUT COMMERCIALS ON CABLE ONLY CHANNELS

- 1 REGULARLY TURN ON THE TV TO WATCH IT
- 2 SOMETIMES WATCH IT-I WATCH IT IF IT HAPPENS TO BE ON WHEN I TURN ON THE TV
- 3 HAVE WATCHED IT ONCE OR TWICE
- 4 HAVE NEVER WATCHED IT
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP
- 9 NO CABLE TV IN HOUSEHOLD: VALID SKIP

SURVEY ITEMS #: A155 B155 C155 D128 TOTAL NPS SURVEYED IS 2,703

X748 BY ST/SMP PARTICI. ATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1169	889	281	199	2538
1	30.4	30.4	30.3	30.7	30.4
2	17.5	17.7	17.1	21.6	17.9
3	4.3	3.7	3.6	6.0	4.1
4	5.1	2.9	3.6	2.5	3.9
8	3.2	2.0	3.9	1.0	2.7
9	39.6	43.3	41.6	38.2	41.0
TOTAL	100.1	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	19.497	15	0.1921

X748 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1462	343	1805
1	31.2	33.2	31.6
2	17.9	17.2	17.7
3	4.4	3.2	4.2
4	4.4	2.0	3.9
8	1.8	3.8	2.2
9	40.4	40.5	40.4
TOTAL	100.1	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	10.412	5	0.0644

## X748 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	581	487	538	704	290	2600
1	30.5	36.3	31.4	28.6	22.8	30.4
2	20.3	15.8	17.5	17.1	19.0	17.9
3	3.6	3.3	3.9	4.6	6.6	4.2
4	4.5	1.6	4.1	4.6	4.5	3.9
8	4.0	1.2	3.0	2.6	2.4	2.7
9	37.2	41.7	40.2	42.8	44.8	41.0
TOTAL	100.1	99.9	100.1	100.3	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	40.736	20	0.0040

## X748 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	480	424	439	635	572	2550
1	37.1	34.0	33.7	32.1	17.3	30.3
2	12.3	19.3	21.2	22.8	13.8	18.0
3	2.7	5.0	5.0	5.7	3.0	4.3
4	3.5	4.0	4.6	3.9	3.0	3.8
8	3.8	3.1	2.5	1.1	3.2	2.6
9	40.6	34.7	33.0	34.3	59.8	41.1
TOTAL	100.0	100.1	100.0	99.9	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	155.510	20	0.0001

## X748 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1214	613	276	384	112	2599
1	31.5	29.0	31.5	30.2	24.1	30.4
2	17.4	18.1	20.3	16.2	21.4	17.9
3	4.0	3.8	3.6	6.0	4.5	4.2
4	3.4	3.8	4.7	5.2	3.6	3.9
8	2.6	3.1	2.9	2.1	3.6	2.7
9	41.3	42.3	37.0	40.4	42.9	41.0
TOTAL	100.2	100.1	100.0	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	14.488	20	0.8049



X749 -- WATCH CABLE ONLY: MOVIES W/ COMMERCIALS

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON CABLE ONLY CHANNELS?

MOVIES WITH COMMERCIALS ON CABLE ONLY CHANNELS

- 1 REGULARLY TURN ON THE TV TO WATCH IT
- 2 SOMETIMES WATCH IT-I WATCH IT IF IT HAPPENS TO BE ON WHEN I TURN ON THE TV
- 3 HAVE WATCHED IT ONCE OR TWICE
- 4 HAVE NEVER WATCHED IT
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP
- 9 NO CABLE TV IN HOUSEHOLD: VALID SKIP

SURVEY ITEMS #: A155 B155 C155 D128 TOTAL NPS SURVEYED IS 2,703

X749 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1158	884	276	196	2514
1	10.7	8.4	8.0	7.7	9.4
2	25.8	28.1	27.2	26.5	26.8
3	11.1	9.6	8.7	12.8	10.5
4	9.2	8.4	9.8	13.3	9.3
8	3.2	2.0	4.0	1.0	2.7
9	40.0	43.6	42.4	38.8	41.4
TOTAL	100.0	100.1	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	20.636	15	0.1489

X749 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1451	341	1792
1	8.9	9.7	9.0
2	28.1	25.2	27.5
3	11.1	9.1	10.7
4	9.4	11.4	9.8
8	1.8	3.8	2.2
9	40.7	40.8	40.7
TOTAL	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	8.327	5	0.1391

## X749 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	574	483	535	696	287	2575
1	10.1	10.6	9.9	8.1	8.0	9.4
2	27.2	28.0	26.0	28.2	23.0	26.9
3	9.8	11.2	10.7	9.8	11.9	10.5
4	11.3	7.0	10.1	8.2	9.4	9.2
8	4.0	1.2	3.0	2.6	2.4	2.7
9	37.6	42.0	40.4	43.3	45.3	41.4
TOTAL	100.0	100.0	100.1	100.2	100.0	100.1

STATISTIC VALUE D.F. PROB.  
CHISQUARE 24.831 20 0.2080

## X749 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	470	420	438	631	566	2525
1	10.2	10.5	8.0	12.8	5.1	9.4
2	23.4	31.0	30.4	32.7	17.8	26.9
3	10.0	12.6	13.2	11.4	6.5	10.6
4	11.1	7.9	12.8	7.5	6.9	9.0
8	3.8	3.1	2.5	1.1	3.2	2.7
9	41.5	35.0	33.1	34.6	60.4	41.5
TOTAL	100.0	100.1	100.0	100.1	99.9	100.1

STATISTIC VALUE D.F. PROB.  
CHISQUARE 157.581 20 0.0001

## X749 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1208	604	270	383	109	2574
1	8.9	9.4	8.5	11.5	9.2	9.4
2	27.7	25.3	30.7	25.1	23.9	26.9
3	10.8	9.4	10.4	11.5	8.3	10.5
4	8.6	9.8	9.6	9.4	11.0	9.2
8	2.6	3.2	3.0	2.1	3.7	2.7
9	41.5	42.9	37.8	40.5	44.0	41.4
TOTAL	100.1	100.0	100.0	100.1	100.1	100.1

STATISTIC VALUE D.F. PROB.  
CHISQUARE 11.261 20 0.9392

X750 -- WATCH CABLE ONLY: RERUNS OF OLD PROGRAMS

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON CABLE ONLY CHANNELS?

RERUNS OF OLD PROGRAMS ON CABLE ONLY CHANNELS

- 1 REGULARLY TURN ON THE TV TO WATCH IT
- 2 SOMETIMES WATCH IT-I WATCH IT IF IT HAPPENS TO BE ON WHEN I TURN ON THE TV
- 3 HAVE WATCHED IT ONCE OR TWICE
- 4 HAVE NEVER WATCHED IT
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP
- 9 NO CABLE TV IN HOUSEHOLD: VALID SKIP

SURVEY ITEMS #: A155 B155 C155 D128 TOTAL NPS SURVEYED IS 2,703

X750 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1160	885	275	199	2519
1	11.2	8.7	10.2	12.6	10.3
2	23.7	24.3	21.1	19.1	23.3
3	12.8	12.5	12.7	17.1	13.0
4	9.2	8.9	9.5	12.1	9.4
8	3.2	2.0	4.0	1.0	2.7
9	39.9	43.5	42.6	38.2	41.3
TOTAL	100.0	99.9	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	19.636	15	0.1863

X750 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1448	342	1790
1	9.9	8.2	9.6
2	24.7	24.0	24.5
3	13.3	14.9	13.6
4	9.5	8.5	9.3
8	1.8	3.8	2.2
9	40.8	40.6	40.8
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	6.824	5	0.2341

## X750 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	572	485	536	701	286	2580
1	8.4	12.8	11.9	10.4	6.6	10.3
2	26.2	26.6	22.6	21.3	18.2	23.3
3	12.9	9.9	14.4	13.6	15.0	13.1
4	10.7	7.6	7.8	9.3	12.2	9.3
8	4.0	1.2	3.0	2.6	2.5	2.7
9	37.8	41.9	40.3	42.9	45.5	41.3
TOTAL	100.0	100.0	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	42.217	20	0.0026

## X750 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	473	419	437	632	570	2531
1	13.3	12.4	9.8	11.2	5.8	10.4
2	20.7	23.9	27.0	30.4	14.2	23.3
3	11.0	17.0	15.1	12.3	11.4	13.1
4	9.9	8.6	12.4	10.4	5.4	9.3
8	3.8	3.1	2.5	1.1	3.2	2.7
9	41.2	35.1	33.2	34.5	60.0	41.4
TOTAL	99.9	100.1	100.0	99.9	100.0	100.2

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	154.847	20	0.0001

## X750 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1207	607	272	383	110	2579
1	10.0	10.7	8.5	12.8	7.3	10.3
2	23.1	22.1	26.8	24.3	20.0	23.3
3	12.7	13.3	14.3	12.3	15.5	13.1
4	10.1	8.1	9.9	8.1	10.0	9.3
8	2.6	3.1	2.9	2.1	3.6	2.7
9	41.5	42.7	37.5	40.5	43.6	41.3
TOTAL	100.0	100.0	99.9	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	13.568	20	0.8517

X751 -- WATCH CABLE ONLY:MUSIC VIDEOS (NOT MTV)

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON CABLE ONLY CHANNELS?

MUSIC VIDEOS (NOT INCLUDING MTV) ON CABLE ONLY CHANNELS

- 1 REGULARLY TURN ON THE TV TO WATCH IT
- 2 SOMETIMES WATCH IT-I WATCH IT IF IT HAPPENS TO BE ON WHEN I TURN ON THE TV
- 3 HAVE WATCHED IT ONCE OR TWICE
- 4 HAVE NEVER WATCHED IT
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP
- 9 NO CABLE TV IN HOUSEHOLD: VALID SKIP

SURVEY ITEMS #: A155 B155 C155 D128 TOTAL NPS SURVEYED IS 2,703

X751 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1166	887	279	199	2531
1	16.1	12.3	15.8	14.1	14.6
2	19.2	22.7	17.6	20.1	20.3
3	11.7	11.4	11.8	16.1	11.9
4	10.1	8.2	9.0	10.6	9.4
8	3.2	2.0	3.9	1.0	2.7
9	39.7	43.4	41.9	38.2	41.1
TOTAL	100.0	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	23.335	15	0.0773

X751 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1462	340	1802
1	13.8	12.7	13.5
2	21.8	20.0	21.5
3	12.0	13.2	12.3
4	10.2	9.4	10.0
8	1.8	3.8	2.2
9	40.4	40.9	40.5
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	6.507	5	0.2600

## X751 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	577	485	539	703	288	2592
1	12.8	22.1	15.2	11.4	13.2	14.7
2	24.1	17.5	22.3	19.2	17.0	20.4
3	12.3	11.8	11.3	12.7	10.1	11.8
4	9.4	5.6	8.2	11.4	12.2	9.3
8	4.0	1.2	3.0	2.6	2.4	2.7
9	37.4	41.9	40.1	42.8	45.1	41.1
TOTAL	100.0	100.1	100.1	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	60.576	20	0.0001

## X751 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	476	425	438	635	569	2543
1	19.1	16.9	13.0	16.7	8.1	14.6
2	18.7	20.9	24.0	24.1	14.9	20.5
3	8.6	14.6	14.2	14.5	7.7	11.8
4	8.8	9.9	13.2	9.3	6.0	9.2
8	3.8	3.1	2.5	1.1	3.2	2.6
9	41.0	34.6	33.1	34.3	60.1	41.2
TOTAL	100.0	100.0	100.0	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	155.673	20	0.0001

## X751 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1212	609	274	386	110	2591
1	14.2	18.4	12.0	14.8	6.4	14.7
2	20.9	19.1	23.7	19.4	17.3	20.4
3	11.9	9.4	15.0	13.5	11.8	11.9
4	9.2	7.6	9.1	10.1	17.3	9.3
8	2.6	3.1	2.9	2.1	3.6	2.7
9	41.3	42.5	37.2	40.2	43.6	41.1
TOTAL	100.1	100.1	99.9	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	34.413	20	0.0235

X752 -- WATCH CABLE ONLY:MTV

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON CABLE ONLY CHANNELS?

MTV - ON CABLE ONLY CHANNELS

- 1 REGULARLY TURN ON THE TV TO WATCH IT
- 2 SOMETIMES WATCH IT-I WATCH IT IF IT HAPPENS TO BE ON WHEN I TURN ON THE TV
- 3 HAVE WATCHED IT ONCE OR TWICE
- 4 HAVE NEVER WATCHED IT
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP
- 9 NO CABLE TV IN HOUSEHOLD: VALID SKIP

SURVEY ITEMS #: A155 B155 C155 D128 TOTAL NPS SURVEYED IS 2,703

X752 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1163	887	280	200	2530
1	23.1	25.1	24.6	24.0	24.1
2	18.1	16.8	15.4	17.5	17.3
3	7.6	6.3	5.4	9.0	7.0
4	8.2	6.3	8.9	10.5	7.8
8	3.2	2.0	3.9	1.0	2.7
9	39.8	43.4	41.8	38.0	41.2
TOTAL	100.0	99.9	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	18.836	15	0.2213

X752 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1457	340	1797
1	25.1	27.9	25.6
2	17.8	14.1	17.1
3	6.3	8.8	6.7
4	8.6	4.4	7.8
8	1.8	3.8	2.2
9	40.6	40.9	40.6
TOTAL	100.2	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	17.213	5	0.0041

X752 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	579	486	540	700	285	2590
1	23.7	27.2	24.1	23.7	21.4	24.2
2	19.9	16.5	17.0	16.6	16.1	17.3
3	7.6	7.8	5.9	7.1	5.6	7.0
4	7.6	5.6	10.0	7.0	8.8	7.7
8	4.0	1.2	3.0	2.6	2.5	2.7
9	37.3	41.8	40.0	43.0	45.6	41.2
TOTAL	100.1	100.1	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	27.472	20	0.1225

X752 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	476	426	435	634	570	2541
1	21.4	33.1	26.0	26.5	16.1	24.2
2	16.4	15.7	22.3	20.4	11.6	17.2
3	8.2	6.8	9.2	7.4	4.0	7.0
4	9.2	6.8	6.7	10.3	5.1	7.7
8	3.8	3.1	2.5	1.1	3.2	2.6
9	41.0	34.5	33.3	34.4	60.0	41.2
TOTAL	100.0	100.0	100.0	100.1	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	154.370	20	0.0001

X752 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1210	610	278	380	111	2589
1	27.6	24.3	19.8	20.5	9.9	24.2
2	15.0	17.1	25.2	17.6	23.4	17.3
3	6.0	6.6	6.5	9.7	11.7	7.0
4	7.4	6.6	9.0	9.2	8.1	7.7
8	2.6	3.1	2.9	2.1	3.6	2.7
9	41.4	42.5	36.7	40.8	43.2	41.1
TOTAL	100.0	100.2	100.1	99.9	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	51.305	20	0.0001



X753 -- WATCH CABLE ONLY:NEWS

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON CABLE ONLY CHANNELS?

NEWS ON CABLE ONLY CHANNELS

- 1 REGULARLY TURN ON THE TV TO WATCH IT
- 2 SOMETIMES WATCH IT-I WATCH IT IF IT HAPPENS TO BE ON WHEN I TURN ON THE TV
- 3 HAVE WATCHED IT ONCE OR TWICE
- 4 HAVE NEVER WATCHED IT
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP
- 9 NO CABLE TV IN HOUSEHOLD: VALID SKIP

SURVEY ITEMS #: A155 B155 C155 D128 TOTAL NPS SURVEYED IS 2,703

X753 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1160	882	278	196	2516
1	8.5	6.6	10.4	13.8	8.5
2	18.9	20.2	17.6	20.9	19.4
3	14.1	13.4	12.2	11.7	13.5
4	15.3	14.2	13.7	13.8	14.6
8	3.2	2.0	4.0	1.0	2.7
9	39.9	43.7	42.1	38.8	41.4
TOTAL	99.9	100.1	100.0	100.0	100.1

STATISTIC VALUE D.F. PROB.  
CHISQUARE 22.771 15 0.0891

X753 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1448	339	1787
1	9.9	9.1	9.7
2	19.7	21.5	20.0
3	13.7	8.6	12.7
4	14.2	15.9	14.5
8	1.8	3.8	2.2
9	40.8	41.0	40.9
TOTAL	100.1	99.9	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 12.120 5 0.0332

## X753 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	575	482	536	695	289	2577
1	9.9	7.9	9.5	7.1	9.0	8.6
2	18.8	21.0	20.5	16.8	20.1	19.2
3	13.4	14.9	14.2	13.5	11.1	13.6
4	16.4	12.9	12.5	16.7	12.5	14.6
8	4.0	1.2	3.0	2.6	2.4	2.7
9	37.6	42.1	40.3	43.3	45.0	41.4
TOTAL	100.1	100.0	100.0	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	27.764	20	0.1151

## X753 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	473	423	435	631	567	2529
1	9.7	10.4	10.1	8.6	5.3	8.6
2	19.2	20.8	23.7	22.7	10.6	19.2
3	12.3	16.6	13.3	16.6	9.7	13.7
4	13.7	14.4	17.0	16.5	10.9	14.5
8	3.8	3.1	2.5	1.1	3.2	2.7
9	41.2	34.8	33.3	34.6	60.3	41.4
TOTAL	99.9	100.1	99.9	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	140.788	20	0.0001

## X753 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1204	603	274	385	110	2576
1	7.3	8.8	6.6	13.0	10.9	8.6
2	18.4	16.6	25.2	19.2	27.3	19.2
3	13.8	14.4	15.3	13.0	5.5	13.6
4	16.4	14.1	12.8	12.5	9.1	14.6
8	2.6	3.2	2.9	2.1	3.6	2.7
9	41.6	43.0	37.2	40.3	43.6	41.3
TOTAL	100.1	100.1	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	40.882	20	0.0039

X754 -- WATCH CABLE ONLY: OTHER PROGRAMS

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON CABLE ONLY CHANNELS?

OTHER PROGRAMS ON CABLE ONLY CHANNELS

- 1 REGULARLY TURN ON THE TV TO WATCH IT
- 2 SOMETIMES WATCH IT-I WATCH IT IF IT HAPPENS TO BE ON WHEN I TURN ON THE TV
- 3 HAVE WATCHED IT ONCE OR TWICE
- 4 HAVE NEVER WATCHED IT
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP
- 9 NO CABLE TV IN HOUSEHOLD: VALID SKIP

SURVEY ITEMS #: A155 B155 C155 D128 TOTAL NPS SURVEYED IS 2,703

X754 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL
N=	1156	887	276	199	2518
1	13.2	13.0	15.9	10.6	13.2
2	28.2	27.5	18.8	34.2	27.4
3	10.2	9.5	12.7	9.6	10.2
4	5.1	4.6	6.2	6.5	5.2
8	3.2	2.0	4.0	1.0	2.7
9	40.1	43.4	42.4	38.2	41.3
TOTAL	100.0	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	25.910	15	0.0390

X754 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL
N=	1449	341	1790
1	13.6	14.1	13.7
2	28.7	27.6	28.5
3	9.9	9.7	9.9
4	5.2	4.1	5.0
8	1.8	3.8	2.2
9	40.8	40.8	40.8
TOTAL	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	5.988	5	0.3074

## X754 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL
N=	574	484	535	698	288	2579
1	14.3	17.4	12.5	10.7	11.1	13.2
2	28.6	27.5	30.1	26.4	23.6	27.5
3	9.4	9.3	9.4	10.9	12.2	10.1
4	6.1	2.7	4.7	6.3	5.6	5.2
8	4.0	1.2	3.0	2.6	2.4	2.7
9	37.6	41.9	40.4	43.1	45.1	41.3
TOTAL	100.0	100.0	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	37.294	20	0.0108

## X754 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	474	421	437	631	568	2531
1	15.2	15.2	11.7	15.4	7.9	13.0
2	23.4	29.7	35.0	33.3	18.5	27.8
3	10.1	13.3	9.4	11.7	6.7	10.2
4	6.3	3.8	8.2	4.0	3.5	5.0
8	3.8	3.1	2.5	1.1	3.2	2.7
9	41.1	34.9	33.2	34.6	60.2	41.4
TOTAL	99.9	100.0	100.0	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	158.972	20	0.0001

## X754 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1209	606	272	383	108	2578
1	14.5	12.5	11.4	12.3	10.2	13.2
2	25.8	26.7	33.1	29.5	30.6	27.5
3	10.5	11.1	7.7	9.9	6.5	10.1
4	5.2	3.8	7.4	5.7	4.6	5.2
8	2.6	3.1	2.9	2.1	3.7	2.7
9	41.4	42.7	37.5	40.5	44.4	41.3
TOTAL	100.0	99.9	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	20.548	20	0.4241

X534 -- READ MAGAZINE: PEOPLE

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

PEOPLE

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X534 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL	2		
N=	1110	863	276	197	2446	X	DF	P
A	5.4	4.3	4.7	5.1	4.9	1.336	3	0.7205
B	4.6	3.9	2.9	3.1	4.1	2.329	3	0.5071
C	20.0	14.4	22.1	22.3	18.4	15.757	3	0.0013
D	71.0	78.0	71.0	70.1	73.4	14.517	3	0.0023

X534 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL	2		
N=	1402	334	1736	X	DF	P
A	4.7	3.6	4.5	0.781	1	0.3768
B	3.9	3.3	3.7	0.233	1	0.6291
C	15.5	14.1	15.2	0.414	1	0.5202
D	76.7	79.6	77.3	1.349	1	0.2455

## X534 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	559	470	514	688	271	2502	X	DF	P
A	4.5	4.7	6.4	4.8	3.7	4.9	3.672	4	0.4523
B	4.3	5.1	5.3	3.1	3.7	4.2	4.767	4	0.3120
C	17.9	20.9	18.1	16.9	19.9	18.4	3.512	4	0.4761
D	73.9	70.6	71.0	75.9	73.8	73.2	5.516	4	0.2384

## X534 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	456	409	424	621	550	2460	X	DF	P
A	5.9	5.4	3.3	4.5	5.1	4.8	3.818	4	0.4312
B	4.0	4.2	5.9	4.4	2.7	4.2	6.162	4	0.1873
C	20.4	18.8	16.8	19.5	16.6	18.4	3.775	4	0.4373
D	70.8	72.6	74.8	72.1	76.4	73.4	5.045	4	0.2827

## X534 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1176	593	261	369	102	2501	X	DF	P
A	4.9	5.2	4.6	4.6	4.9	4.9	0.256	4	0.9925
B	3.9	3.7	6.5	4.3	4.9	4.2	4.165	4	0.3841
C	15.7	19.6	19.2	23.9	20.6	18.4	13.835	4	0.0078
D	76.1	71.8	71.7	68.0	71.6	73.3	11.134	4	0.0251

X535 -- READ MAGAZINE: HOT ROD

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

HOT ROD

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X535 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL	2		
N=	1113	868	272	195	2448	X	DF	P
A	8.4	8.2	5.2	3.6	7.6	8.153	3	0.0430
B	4.2	5.0	1.8	4.1	4.2	4.994	3	0.1722
C	15.6	16.9	14.7	7.2	15.3	11.871	3	0.0078
D	72.6	71.2	78.7	87.2	73.9	25.333	3	0.0001

X535 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL	2		
N=	1401	335	1736	X	DF	P
A	8.6	8.4	8.6	0.027	1	0.8702
B	4.4	5.1	4.5	0.327	1	0.5673
C	17.6	17.0	17.5	0.056	1	0.8137
D	70.7	71.0	70.8	0.013	1	0.9109

## X535 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	559	468	516	691	272	2506	X	DF	P
A	7.5	6.2	9.3	8.3	5.9	7.7	4.955	4	0.2920
B	2.9	3.9	5.2	5.6	2.6	4.3	9.192	4	0.0565
C	16.8	15.6	15.1	14.5	12.9	15.2	2.627	4	0.6220
D	73.2	74.8	72.3	73.1	79.0	73.9	5.014	4	0.2858

## X535 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	458	406	423	628	549	2464	X	DF	P
A	5.5	3.7	8.3	9.1	10.2	7.6	19.246	4	0.0007
B	2.2	2.7	3.1	5.6	6.2	4.2	16.642	4	0.0023
C	10.7	15.0	14.2	16.7	18.2	15.2	12.531	4	0.0138
D	82.3	79.6	75.9	69.3	66.9	74.0	45.640	4	0.0001

## X535 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1179	593	263	367	103	2505	X	DF	P
A	8.7	8.1	6.8	5.7	2.9	7.7	7.270	4	0.1223
B	4.7	3.7	4.9	3.0	5.8	4.3	3.259	4	0.5154
C	18.5	14.3	13.7	9.5	4.9	15.1	28.497	4	0.0001
D	69.5	74.7	74.9	82.3	88.4	73.9	36.924	4	0.0001



X536 -- READ MAGAZINE: SPORTS AFIELD

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

SPORTS AFIELD

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X536 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL	2		
N=	1104	866	272	195	2437	X	DF	P
A	6.0	5.0	4.4	5.1	5.4	1.595	3	0.6605
B	3.6	4.4	2.9	4.6	3.9	1.710	3	0.6347
C	8.8	10.2	7.7	7.7	9.1	2.409	3	0.4920
D	82.3	81.2	85.3	82.6	82.3	2.429	3	0.4883

X536 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL	2		
N=	1399	332	1731	X	DF	P
A	5.6	6.3	5.7	0.280	1	0.5968
B	4.2	6.0	4.5	2.200	1	0.1380
C	11.1	10.8	11.0	0.015	1	0.9018
D	79.6	78.0	79.3	0.427	1	0.5133

## X536 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	555	468	515	687	269	2494	X	DF	P
A	6.5	4.7	6.2	4.2	6.3	5.5	4.655	4	0.3246
B	3.6	3.0	4.5	3.9	5.2	3.9	2.798	4	0.5922
C	7.9	8.1	8.5	11.5	7.4	9.0	7.379	4	0.1171
D	82.9	84.8	81.4	80.8	81.4	82.2	3.689	4	0.4498

## X536 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	455	405	424	620	548	2452	X	DF	P
A	4.0	4.7	4.0	5.8	7.7	5.4	9.587	4	0.0480
B	2.4	2.2	3.8	3.9	5.7	3.7	10.498	4	0.0328
C	5.9	10.1	7.1	9.4	12.4	9.1	15.371	4	0.0040
D	88.1	83.7	85.1	81.5	75.4	82.3	31.975	4	0.0001

## X536 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1175	589	261	365	103	2493	X	DF	P
A	5.6	6.3	5.4	4.1	3.9	5.5	2.619	4	0.6235
B	4.2	4.2	5.4	2.5	1.0	3.9	6.215	4	0.1836
C	11.1	5.9	7.7	8.5	7.8	9.0	13.730	4	0.0082
D	79.7	84.0	83.1	85.2	87.4	82.2	10.517	4	0.0326

X537 -- READ MAGAZINE: OMNI

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

OMNI

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X537 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL	2		
N=	1095	865	271	196	2427	X	DF	P
A	3.1	2.0	3.0	2.0	2.6	2.858	3	0.4141
B	2.6	1.9	1.1	2.6	2.1	2.793	3	0.4246
C	8.6	9.1	10.7	13.3	9.4	4.907	3	0.1787
D	86.5	87.4	85.2	82.1	86.3	4.042	3	0.2570

X537 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL	2		
N=	1395	331	1726	X	DF	P
A	2.6	2.7	2.6	0.020	1	0.8870
B	1.9	3.0	2.1	1.503	1	0.2202
C	10.4	8.5	10.0	1.111	1	0.2919
D	85.5	86.7	85.7	0.346	1	0.5565

## X537 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	553	464	513	684	269	2483	X	DF	P
A	2.9	1.9	2.9	2.3	3.4	2.6	1.958	4	0.7435
B	2.4	.9	1.8	2.9	3.0	2.2	6.877	4	0.1425
C	7.8	8.4	11.3	7.6	14.1	9.3	14.223	4	0.0066
D	87.0	89.0	84.4	88.2	79.9	86.4	15.964	4	0.0031

## X537 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	454	402	423	619	544	2442	X	DF	P
A	5.1	1.7	2.6	1.8	1.7	2.5	16.167	4	0.0028
B	3.5	2.0	1.9	1.6	1.7	2.1	5.855	4	0.2103
C	10.8	9.7	11.1	9.2	6.3	9.3	8.960	4	0.0621
D	81.7	87.3	84.6	87.6	90.6	86.6	19.008	4	0.0008

## X537 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1169	584	262	364	103	2482	X	DF	P
A	2.4	3.3	3.1	2.5	1.0	2.6	2.473	4	0.6495
B	1.4	2.6	2.7	3.9	1.9	2.2	9.102	4	0.0586
C	8.0	9.4	11.5	10.2	13.6	9.3	6.232	4	0.1825
D	88.5	85.1	83.6	84.3	84.5	86.4	8.419	4	0.0774

X538 -- READ MAGAZINE: POPULAR MECHANICS

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

POPULAR MECHANICS

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X538 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL	2		
N=	1104	859	271	195	2429	X	DF	P
A	5.0	4.8	4.4	5.1	4.9	0.189	3	0.9793
B	5.3	6.2	6.3	8.7	6.0	3.469	3	0.3247
C	12.9	13.5	11.4	11.3	12.8	1.237	3	0.7441
D	77.4	75.9	77.9	75.9	76.8	0.838	3	0.8402

X538 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL	2		
N=	1395	331	1726	X	DF	P
A	5.7	4.8	5.6	0.413	1	0.5203
B	6.2	5.1	6.0	0.572	1	0.4493
C	14.6	12.4	14.2	1.099	1	0.2945
D	74.1	78.0	74.8	2.153	1	0.1422

## X538 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	551	464	514	687	270	2486	X	DF	P
A	5.1	5.2	6.0	5.1	2.6	5.0	4.467	4	0.3465
B	5.6	5.2	5.8	7.6	5.2	6.1	3.971	4	0.4099
C	13.1	9.9	13.2	13.1	14.4	12.7	4.293	4	0.3678
D	76.4	79.7	75.7	75.1	78.2	76.7	4.018	4	0.4036

## X538 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	451	406	423	619	546	2445	X	DF	P
A	4.9	2.7	3.1	5.8	7.1	5.0	14.073	4	0.0071
B	5.3	4.7	5.4	6.8	7.0	6.0	3.440	4	0.4870
C	10.9	13.6	11.1	12.9	14.7	12.7	4.493	4	0.3433
D	80.0	79.6	81.1	74.6	71.4	76.9	19.253	4	0.0007

## X538 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1168	587	262	365	103	2485	X	DF	P
A	6.0	4.3	5.0	3.8	2.9	5.0	5.058	4	0.2814
B	6.9	5.3	6.9	3.8	6.8	6.0	5.494	4	0.2402
C	13.2	12.3	11.5	11.5	16.5	12.7	2.533	4	0.6387
D	74.4	78.7	77.1	81.6	73.8	76.7	10.291	4	0.0358

X539 -- READ MAGAZINE: EBONY

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

EBONY

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X539 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL	2		
N=	1104	862	270	195	2431	X	DF	P
A	10.6	7.9	8.5	10.8	9.4	4.837	3	0.1841
B	7.5	4.4	2.6	9.7	6.1	18.641	3	0.0003
C	6.0	3.3	6.7	5.1	5.0	9.344	3	0.0250
D	77.1	85.3	83.0	75.4	80.5	24.983	3	0.0001

X539 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL	2		
N=	1393	332	1725	X	DF	P
A	6.8	6.9	6.8	0.005	1	0.9442
B	4.0	5.4	4.2	1.436	1	0.2308
C	4.0	3.3	3.8	0.294	1	0.5878
D	85.8	84.3	85.5	0.454	1	0.5004

## X539 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	553	468	513	686	268	2488	X	DF	P
A	8.7	19.0	10.7	5.0	3.7	9.5	77.578	4	0.0001
B	5.2	9.8	6.2	5.0	4.1	6.1	15.493	4	0.0038
C	5.2	9.0	4.1	4.1	2.2	5.1	21.753	4	0.0002
D	81.6	64.7	80.1	86.0	90.7	80.3	104.521	4	0.0001

## X539 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	454	404	425	619	545	2447	X	DF	P
A	15.6	12.4	10.6	5.7	5.1	9.4	47.664	4	0.0001
B	10.6	7.7	5.9	5.3	2.6	6.2	29.796	4	0.0001
C	9.0	6.2	3.1	5.0	2.4	5.0	27.802	4	0.0001
D	65.6	75.7	81.9	84.7	90.3	80.4	109.865	4	0.0001

## X539 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1167	590	257	368	105	2487	X	DF	P
A	6.3	12.9	10.9	12.8	11.4	9.5	27.782	4	0.0001
B	4.9	7.6	7.4	7.3	3.8	6.1	8.093	4	0.0882
C	3.3	5.1	5.1	8.7	11.4	5.1	26.131	4	0.0001
D	86.5	75.3	78.2	72.3	73.3	80.3	56.377	4	0.0001



X540 -- READ MAGAZINE: TV GUIDE

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

TV GUIDE

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X540 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL	2		
N=	1106	866	273	195	2440	X	DF	P
A	17.3	14.3	15.4	12.8	15.7	4.556	3	0.2074
B	11.8	12.4	9.2	10.8	11.6	2.228	3	0.5265
C	16.3	14.9	12.8	16.4	15.4	2.364	3	0.5003
D	56.2	59.8	64.5	60.5	58.7	7.427	3	0.0595

X540 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL	2		
N=	1398	334	1732	X	DF	P
A	14.0	16.8	14.6	1.636	1	0.2009
B	10.4	13.2	11.0	2.058	1	0.1515
C	14.2	12.9	13.9	0.374	1	0.5409
D	62.7	57.2	61.7	3.509	1	0.0610

X540 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	556	469	512	689	271	2497	X	DF	P
A	18.4	18.6	14.5	13.6	14.8	15.9	8.640	4	0.0708
B	14.2	11.9	11.5	10.3	9.2	11.6	6.356	4	0.1741
C	15.3	19.0	16.2	13.2	12.6	15.3	9.134	4	0.0578
D	53.1	53.3	59.6	63.6	64.2	58.6	23.176	4	0.0001

X540 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	455	406	425	620	550	2456	X	DF	P
A	18.2	13.6	12.9	17.4	16.4	15.9	7.480	4	0.1126
B	13.2	10.6	11.8	11.5	11.1	11.6	1.683	4	0.7938
C	15.8	14.0	12.9	17.4	15.3	15.3	4.566	4	0.3348
D	55.0	63.1	63.3	54.7	58.9	58.6	13.632	4	0.0086

X540 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1176	592	259	364	105	2496	X	DF	P
A	16.0	18.1	13.5	14.8	12.4	15.9	4.482	4	0.3446
B	11.9	11.8	10.0	11.3	12.4	11.6	0.852	4	0.9314
C	14.2	14.0	16.2	18.7	21.0	15.3	7.811	4	0.0988
D	59.4	57.6	61.4	56.6	54.3	58.5	2.754	4	0.5999

X541 -- READ MAGAZINE: MOTOR TREND

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

MOTOR TREND

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X541 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL	2		
N=	1101	865	270	194	2430	X	DF	P
A	6.1	7.8	4.8	5.7	6.5	4.000	3	0.2614
B	3.7	3.5	3.7	1.6	3.5	2.407	3	0.4924
C	13.2	14.1	11.5	10.8	13.1	2.269	3	0.5186
D	77.8	75.3	80.0	82.5	77.5	6.246	3	0.1002

X541 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL	2		
N=	1393	332	1725	X	DF	P
A	8.4	5.1	7.8	4.022	1	0.0449
B	3.7	4.2	3.8	0.171	1	0.6796
C	14.8	16.3	15.1	0.457	1	0.4991
D	74.0	74.4	74.1	0.021	1	0.8857

## X541 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	555	466	510	684	269	2484	X	DF	P
A	7.4	9.0	4.7	5.9	6.3	6.6	8.587	4	0.0723
B	2.7	3.2	4.3	4.1	2.2	3.5	4.184	4	0.3817
C	14.4	11.4	12.2	13.3	14.5	13.1	2.951	4	0.5661
D	76.0	76.6	79.6	77.6	77.0	77.4	2.231	4	0.6934

## X541 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	453	403	423	622	543	2444	X	DF	P
A	6.2	5.2	5.9	8.0	7.0	6.6	3.926	4	0.4161
B	2.7	2.0	3.1	3.7	4.8	3.4	6.797	4	0.1470
C	12.4	11.9	15.4	13.7	12.0	13.1	3.415	4	0.4909
D	79.5	81.6	76.1	74.9	77.0	77.5	7.892	4	0.0956

## X541 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1172	584	259	366	102	2483	X	DF	P
A	8.1	6.7	6.2	3.3	2.0	6.6	14.492	4	0.0059
B	3.5	3.9	5.0	2.2	1.0	3.5	5.941	4	0.2036
C	13.9	13.5	13.1	10.7	9.8	13.1	3.662	4	0.4536
D	75.0	76.2	76.8	84.7	87.3	77.4	21.204	4	0.0003

X542 -- READ MAGAZINE: SPORTS ILLUSTRATED

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

SPORTS ILLUSTRATED

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X542 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL	2		
N=	1107	863	272	196	2438	X	DF	P
A	16.4	15.2	19.1	16.8	16.3	2.422	3	0.4896
B	10.8	10.1	11.4	10.2	10.5	0.480	3	0.9233
C	20.4	18.8	15.1	21.4	19.3	4.725	3	0.1931
D	54.2	57.2	54.4	53.1	55.2	2.333	3	0.5061

X542 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL	2		
N=	1399	333	1732	X	DF	P
A	18.5	18.0	18.4	0.044	1	0.8340
B	11.1	12.0	11.3	0.234	1	0.6284
C	21.4	21.3	21.4	0.002	1	0.9609
D	50.5	49.9	50.4	0.041	1	0.8402

## X542 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	554	468	514	688	270	2494	X	DF	P
A	19.5	21.4	14.8	13.1	12.2	16.3	22.310	4	0.0002
B	10.5	9.4	11.5	10.8	10.4	10.6	1.168	4	0.8834
C	18.8	20.5	18.7	18.6	21.9	19.4	1.999	4	0.7359
D	53.1	49.8	56.2	58.7	57.0	55.1	10.584	4	0.0317

## X542 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	457	404	423	623	549	2456	X	DF	P
A	20.6	14.9	15.1	16.2	14.8	16.3	8.120	4	0.0873
B	11.6	10.4	9.2	10.8	10.4	10.5	1.378	4	0.8480
C	21.2	20.5	16.8	19.9	18.8	19.5	3.392	4	0.4945
D	48.1	55.9	60.5	54.3	57.0	55.1	15.078	4	0.0045

## X542 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1172	588	261	369	103	2493	X	DF	P
A	14.9	17.5	20.3	16.8	14.6	16.3	5.812	4	0.2137
B	10.6	10.0	12.3	10.6	8.7	10.6	1.335	4	0.8554
C	19.8	20.2	17.2	19.2	14.6	19.3	2.706	4	0.6081
D	55.7	53.6	52.1	55.6	63.1	55.1	4.380	4	0.3570

X543 -- READ MAGAZINE: MECHANIX ILLUSTRATED

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

MECHANIX ILLUSTRATED

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X543 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL	2		
N=	1096	858	269	195	2418	X	DF	P
A	3.5	3.0	2.2	2.1	3.1	1.908	3	0.5918
B	2.8	3.3	2.2	5.1	3.1	3.691	3	0.2969
C	8.3	7.9	6.3	6.7	7.8	1.568	3	0.6666
D	86.0	85.9	89.2	86.7	86.4	2.136	3	0.5447

X543 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL	2		
N=	1387	330	1717	X	DF	P
A	3.5	3.3	3.5	0.031	1	0.8592
B	3.2	2.7	3.1	0.176	1	0.6744
C	9.2	7.0	8.7	1.599	1	0.2061
D	84.6	87.3	85.1	1.534	1	0.2156

## X543 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	546	466	513	683	265	2473	X	DF	P
A	3.7	2.4	3.1	4.0	1.5	3.2	5.200	4	0.2674
B	2.8	4.1	3.7	3.1	1.1	3.1	5.722	4	0.2209
C	7.1	7.5	9.0	6.9	9.8	7.8	3.643	4	0.4564
D	86.8	86.1	84.8	86.5	87.9	86.3	1.749	4	0.7817

## X543 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	447	404	421	617	546	2435	X	DF	P
A	2.5	1.7	1.7	4.5	4.2	3.1	12.429	4	0.0144
B	2.9	2.5	3.8	3.2	3.1	3.1	1.297	4	0.8620
C	7.6	8.4	5.9	6.8	9.7	7.7	5.906	4	0.2063
D	87.3	88.1	88.8	85.4	83.5	86.4	7.771	4	0.1003

## X543 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1168	584	257	361	102	2472	X	DF	P
A	3.2	3.3	3.1	2.8	3.9	3.2	0.392	4	0.9831
B	2.7	3.3	4.7	2.8	3.9	3.1	3.002	4	0.5576
C	8.9	9.1	4.7	4.2	8.8	7.8	13.609	4	0.0087
D	85.5	84.9	87.9	90.9	83.3	86.3	9.326	4	0.0534



X544      -- READ MAGAZINE: TIME

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

TIME

- A    I PERSONALLY READ THE MAGAZINE REGULARLY.
- B    I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A  
PAID SUBSCRIPTION TO THIS MAGAZINE.
- C    I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST  
MONTH.
- D    NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131      TOTAL NPS SURVEYED IS 2,703

X544      BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL	2		
N=	1112	861	272	194	2439	X	DF	P
A	11.6	12.7	16.9	16.0	12.9	7.241	3	0.0646
B	10.8	11.5	13.2	13.9	11.6	2.447	3	0.4850
C	20.1	18.9	23.5	21.7	20.2	2.999	3	0.3917
D	59.1	58.4	48.9	50.5	57.0	13.293	3	0.0040

X544      BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL	2		
N=	1394	334	1728	X	DF	P
A	13.4	14.1	13.5	0.099	1	0.7525
B	11.7	8.4	11.1	3.002	1	0.0832
C	20.0	20.1	20.0	0.000	1	0.9851
D	56.5	59.0	56.9	0.701	1	0.4024

## X544 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	556	465	514	686	275	2496	X	DF	P
A	14.4	14.2	13.4	10.1	15.3	13.1	8.080	4	0.0887
B	13.1	11.8	11.5	9.9	12.7	11.6	3.539	4	0.4719
C	20.7	23.4	20.2	17.6	20.0	20.2	5.912	4	0.2059
D	53.1	52.5	56.6	64.1	53.8	56.8	22.788	4	0.0001

## X544 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	458	405	426	619	549	2457	X	DF	P
A	18.3	12.6	12.0	12.4	10.0	12.9	16.551	4	0.0024
B	11.8	12.6	11.5	13.7	8.6	11.6	8.069	4	0.0891
C	23.1	18.3	20.9	20.7	18.8	20.4	4.259	4	0.3721
D	48.5	58.8	57.3	55.1	63.8	56.8	25.173	4	0.0001

## X544 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1169	591	265	367	103	2495	X	DF	P
A	12.0	13.7	14.7	12.5	19.4	13.1	5.821	4	0.2129
B	10.7	12.7	12.5	12.0	11.7	11.6	1.867	4	0.7602
C	18.0	22.2	20.8	21.8	27.2	20.2	8.792	4	0.0665
D	61.0	53.3	54.0	55.0	43.7	56.8	19.875	4	0.0005

X545 -- READ MAGAZINE: NEWSWEEK

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

NEWSWEEK

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X545 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL	2		
N=	1107	865	270	198	2440	X	DF	P
A	8.4	8.6	12.2	12.6	9.2	6.995	3	0.0720
B	6.1	7.4	9.3	9.1	7.2	4.690	3	0.1959
C	17.3	14.9	19.6	21.2	17.1	6.556	3	0.0875
D	69.0	69.8	60.0	59.1	67.5	16.598	3	0.0009

X545 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL	2		
N=	1398	331	1729	X	DF	P
A	9.9	10.9	10.1	0.299	1	0.5848
B	7.4	6.7	7.3	0.249	1	0.6179
C	17.7	15.4	17.2	0.958	1	0.3276
D	66.2	68.0	66.6	0.363	1	0.5466

## X545 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	556	464	516	689	270	2495	X	DF	P
A	7.4	10.3	11.4	7.8	11.5	9.3	9.064	4	0.0595
B	7.0	6.0	8.1	7.4	6.7	7.1	1.810	4	0.7707
C	19.6	17.5	15.3	15.2	19.3	17.1	6.244	4	0.1816
D	66.6	67.2	66.5	70.3	64.1	67.4	4.293	4	0.3678

## X545 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	455	410	424	620	550	2459	X	DF	P
A	10.8	8.3	9.7	8.4	9.3	9.2	2.341	4	0.6733
B	9.2	8.3	5.4	8.7	4.0	7.1	16.233	4	0.0027
C	20.4	17.1	18.4	15.3	15.3	17.1	6.765	4	0.1488
D	61.3	67.1	67.5	68.6	72.0	67.6	13.354	4	0.0097

## X545 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1170	591	260	370	103	2494	X	DF	P
A	8.6	10.2	11.5	8.4	10.7	9.3	3.258	4	0.5156
B	6.6	8.1	7.7	6.5	8.7	7.1	2.166	4	0.7053
C	15.2	16.1	15.8	22.7	26.2	17.0	17.971	4	0.0013
D	70.3	66.8	66.2	63.8	54.4	67.4	15.048	4	0.0046

X546 -- READ MAGAZINE: JET

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

JET

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X546 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL	2		
N=	1100	867	270	196	2433	X	DF	P
A	10.7	8.2	8.5	10.7	9.6	4.251	3	0.2356
B	6.4	4.5	3.7	5.6	5.3	4.951	3	0.1754
C	6.6	3.9	6.7	7.1	5.7	8.106	3	0.0439
D	77.5	84.1	81.5	77.0	80.2	14.981	3	0.0018

X546 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL	2		
N=	1398	330	1728	X	DF	P
A	7.6	7.0	7.5	0.145	1	0.7033
B	3.9	5.8	4.2	2.369	1	0.1237
C	4.8	3.3	4.5	1.319	1	0.2508
D	84.5	84.2	84.4	0.011	1	0.9155

## X546 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	557	467	511	687	267	2489	X	DF	P
A	7.7	18.8	10.6	6.7	3.4	9.6	67.144	4	0.0001
B	4.9	9.2	6.5	2.6	4.1	5.3	26.356	4	0.0001
C	5.9	9.2	4.3	5.0	5.2	5.9	12.936	4	0.0116
D	82.2	64.5	80.0	85.9	87.6	80.0	96.971	4	0.0001

## X546 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	458	404	425	622	544	2453	X	DF	P
A	16.4	12.4	10.1	6.8	4.4	9.5	50.909	4	0.0001
B	7.9	6.7	3.8	4.8	3.7	5.3	12.741	4	0.0126
C	9.6	7.7	4.0	5.5	3.1	5.8	24.395	4	0.0001
D	67.3	75.0	82.8	83.6	89.2	80.2	89.193	4	0.0001

## X546 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1173	588	258	365	104	2488	X	DF	P
A	6.6	12.4	12.4	13.4	8.7	9.7	26.300	4	0.0001
B	4.2	6.0	7.0	5.8	8.7	5.3	7.362	4	0.1179
C	4.4	6.0	5.8	8.2	14.4	5.9	22.349	4	0.0002
D	85.8	76.4	76.0	73.7	68.3	80.0	49.884	4	0.0001

X547 -- READ MAGAZINE: CAR & DRIVER

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

CAR & DRIVER

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X547 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL	2		
N=	1103	866	268	195	2432	X	DF	P
A	5.5	6.9	7.8	7.7	6.5	3.223	3	0.3584
B	2.5	2.7	3.7	2.6	2.7	1.207	3	0.7513
C	12.2	14.4	11.2	12.3	12.9	3.128	3	0.3724
D	80.0	76.7	77.6	78.0	78.4	3.233	3	0.3571

X547 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL	2		
N=	1397	330	1727	X	DF	P
A	8.0	5.8	7.5	1.836	1	0.1754
B	2.8	4.9	3.2	3.663	1	0.0556
C	15.2	17.0	15.5	0.656	1	0.4181
D	74.7	72.7	74.4	0.562	1	0.4533

## X547 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	554	467	511	685	271	2488	X	DF	P
A	7.2	9.2	5.9	5.3	6.3	6.7	7.893	4	0.0956
B	1.8	3.4	2.7	2.8	3.0	2.7	2.715	4	0.6065
C	16.8	10.7	11.9	11.2	15.1	12.9	12.708	4	0.0128
D	74.6	76.9	80.2	81.2	75.7	78.1	10.579	4	0.0317

## X547 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	453	404	424	624	548	2453	X	DF	P
A	5.1	4.5	8.5	7.7	7.1	6.7	8.490	4	0.0752
B	2.2	1.7	1.7	3.5	3.5	2.7	6.576	4	0.1601
C	12.6	13.4	13.2	12.8	13.1	13.0	0.161	4	0.9969
D	80.6	80.7	77.1	76.1	77.0	78.1	5.249	4	0.2627

## X547 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1173	587	260	365	102	2487	X	DF	P
A	8.4	6.1	5.4	3.8	2.9	6.7	13.844	4	0.0078
B	3.0	2.2	4.2	2.2	.0	2.7	6.408	4	0.1707
C	14.0	12.1	15.0	9.0	14.7	13.0	7.684	4	0.1039
D	75.3	79.6	75.8	85.2	82.4	78.1	18.864	4	0.0008



X548 -- READ MAGAZINE: SPORT

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

SPORT

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X548 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL	2		
N=	1100	863	267	197	2427	X	DF	P
A	7.9	7.3	10.9	10.7	8.2	5.120	3	0.1632
B	3.7	2.8	5.6	5.1	3.7	5.838	3	0.1197
C	10.9	8.8	7.1	12.2	9.9	5.904	3	0.1164
D	77.7	81.7	76.8	72.1	78.6	10.895	3	0.0123

X548 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL	2		
N=	1390	333	1723	X	DF	P
A	8.5	9.6	8.7	0.424	1	0.5148
B	3.7	5.7	4.1	2.859	1	0.0909
C	10.7	11.1	10.8	0.043	1	0.8361
D	77.5	74.2	76.8	1.652	1	0.1987

## X548 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	552	464	509	689	267	2481	X	DF	P
A	8.7	9.5	9.4	7.1	7.1	8.4	3.535	4	0.4725
B	5.3	2.8	2.8	3.2	4.5	3.6	7.146	4	0.1284
C	11.2	12.1	8.3	8.6	9.4	9.8	6.589	4	0.1593
D	75.2	76.1	80.2	81.4	79.0	78.5	9.579	4	0.0481

## X548 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	454	405	424	618	545	2446	X	DF	P
A	9.5	8.4	8.3	8.6	7.0	8.3	2.148	4	0.7085
B	4.4	4.7	2.6	3.2	3.1	3.6	4.107	4	0.3917
C	9.9	11.4	8.0	11.0	9.2	9.9	3.797	4	0.4341
D	76.9	75.8	81.1	78.0	80.7	78.6	5.912	4	0.2059

## X548 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1171	587	256	364	102	2480	X	DF	P
A	7.5	10.1	9.0	8.2	7.8	8.4	3.443	4	0.4866
B	3.3	3.6	5.9	3.0	3.9	3.6	4.353	4	0.3604
C	9.5	9.0	11.7	11.3	8.8	9.8	2.576	4	0.6310
D	79.9	78.0	73.8	77.8	80.4	78.5	4.987	4	0.2886

X549 -- READ MAGAZINE: LIFE

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

LIFE

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X549 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL	2		
N=	1096	860	268	195	2419	X	DF	P
A	4.9	5.1	4.5	7.7	5.2	2.931	3	0.4024
B	3.9	3.5	3.7	3.1	3.7	0.474	3	0.9245
C	14.6	13.5	11.9	16.4	14.1	2.384	3	0.4966
D	76.8	78.1	79.9	73.9	77.4	2.803	3	0.4230

X549 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL	2		
N=	1387	329	1716	X	DF	P
A	4.5	4.9	4.6	0.095	1	0.7582
B	3.9	4.3	4.0	0.092	1	0.7622
C	13.3	11.3	12.9	0.967	1	0.3254
D	78.6	80.6	79.0	0.615	1	0.4329

## X549 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	550	465	507	685	267	2474	X	DF	P
A	5.5	4.7	6.5	3.8	5.2	5.1	4.803	4	0.3081
B	3.5	4.3	3.8	3.4	4.1	3.7	0.918	4	0.9219
C	14.9	15.1	14.2	13.3	12.7	14.1	1.437	4	0.8377
D	76.7	75.9	75.9	79.7	78.3	77.4	3.554	4	0.4697

## X549 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	450	402	421	622	545	2440	X	DF	P
A	7.8	6.2	4.0	4.3	3.5	5.0	12.480	4	0.0141
B	3.1	4.7	3.6	3.9	3.3	3.7	1.939	4	0.7470
C	14.2	13.4	13.3	16.9	11.7	14.1	6.860	4	0.1435
D	74.9	76.4	79.6	75.1	81.7	77.5	10.566	4	0.0319

## X549 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1168	584	256	362	103	2473	X	DF	P
A	4.2	6.3	5.1	5.0	7.8	5.1	5.379	4	0.2506
B	3.6	4.1	4.3	3.0	3.9	3.7	1.012	4	0.9079
C	12.4	16.1	13.3	15.5	18.5	14.1	6.980	4	0.1370
D	80.0	74.1	77.7	76.5	69.9	77.4	11.433	4	0.0221

X550 -- READ MAGAZINE: FIELD AND STREAM

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

FIELD AND STREAM

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X550 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL	2		
N=	1103	865	271	196	2435	X	DF	P
A	7.3	7.4	8.5	5.1	7.3	1.984	3	0.5757
B	5.8	7.9	7.0	6.6	6.7	3.310	3	0.3462
C	12.4	14.7	6.6	7.1	12.2	17.570	3	0.0005
D	75.5	71.0	78.2	81.6	74.7	13.489	3	0.0037

X550 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL	2		
N=	1397	329	1726	X	DF	P
A	8.5	8.2	8.5	0.033	1	0.8550
B	7.4	7.0	7.4	0.080	1	0.7768
C	13.7	13.4	13.7	0.031	1	0.8605
D	71.4	72.6	71.6	0.214	1	0.6439

X550 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	556	467	514	684	269	2490	X	DF	P
A	7.0	6.0	8.8	8.2	4.5	7.2	6.891	4	0.1417
B	7.2	5.6	6.2	7.8	6.7	6.8	2.503	4	0.6441
C	11.5	12.6	12.1	11.7	13.0	12.1	0.618	4	0.9610
D	74.8	76.5	73.9	73.7	76.6	74.8	1.782	4	0.7759

X550 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	452	407	422	624	548	2453	X	DF	P
A	4.4	4.7	4.0	9.1	11.9	7.3	36.508	4	0.0001
B	3.8	3.9	5.5	8.0	10.6	6.7	27.289	4	0.0001
C	6.2	13.0	11.4	12.8	16.1	12.1	23.719	4	0.0001
D	86.1	79.1	79.6	70.8	63.3	74.9	83.253	4	0.0001

X550 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1177	588	258	363	103	2489	X	DF	P
A	9.3	7.1	5.4	3.6	1.9	7.2	19.990	4	0.0005
B	8.2	7.3	6.6	3.0	1.0	6.8	17.450	4	0.0016
C	14.7	9.5	10.1	9.6	9.7	12.1	14.793	4	0.0051
D	69.1	76.5	79.1	84.3	87.4	74.9	49.981	4	0.0001

X551 -- READ MAGAZINE: POPULAR SCIENCE

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

POPULAR SCIENCE

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X551 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL	2		
N=	1101	861	270	195	2427	X	DF	P
A	3.2	4.9	6.7	5.1	4.3	8.011	3	0.0458
B	3.9	4.5	5.6	8.2	4.7	7.453	3	0.0588
C	9.5	12.9	10.0	9.2	10.8	6.432	3	0.0924
D	84.1	78.3	78.2	78.5	80.9	13.228	3	0.0042

X551 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL	2		
N=	1390	330	1720	X	DF	P
A	5.5	4.6	5.3	0.453	1	0.5011
B	4.8	5.8	4.9	0.578	1	0.4469
C	12.1	8.8	11.5	2.861	1	0.0908
D	78.4	81.8	79.1	1.864	1	0.1722

X551 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	553	466	512	683	269	2483	X	DF	P
A	4.5	4.3	4.7	4.4	3.7	4.4	0.431	4	0.9799
B	3.6	4.7	4.7	6.0	4.1	4.8	4.203	4	0.3793
C	12.3	7.9	12.1	10.7	8.9	10.6	7.173	4	0.1270
D	79.9	83.5	79.3	79.9	83.6	80.9	4.901	4	0.2977

X551 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	455	405	424	620	544	2448	X	DF	P
A	5.5	3.7	2.6	4.8	5.0	4.4	5.728	4	0.2204
B	3.7	5.2	5.0	5.0	5.0	4.8	1.369	4	0.8495
C	11.7	9.6	9.4	11.5	10.9	10.7	2.003	4	0.7352
D	80.2	82.5	83.5	78.9	80.0	80.8	4.527	4	0.3393

X551 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1168	587	257	367	103	2482	X	DF	P
A	4.5	4.4	5.5	3.8	2.9	4.4	1.522	4	0.8227
B	5.4	4.1	6.2	3.0	2.9	4.7	6.173	4	0.1866
C	11.2	10.4	7.4	10.4	14.6	10.6	4.995	4	0.2878
D	79.5	81.6	82.1	83.7	79.6	80.9	3.739	4	0.4425



X552 -- READ MAGAZINE: READER'S DIGEST

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

READER'S DIGEST

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X552 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL	2		
N=	1101	863	271	195	2430	X	DF	P
A	7.6	8.0	10.7	10.3	8.3	3.783	3	0.2858
B	11.0	13.0	15.1	16.9	12.6	7.567	3	0.0559
C	10.0	8.6	9.2	7.2	9.2	2.185	3	0.5349
D	72.8	71.6	66.4	67.7	71.3	5.711	3	0.1265

X552 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL	2			
N=	1392	330	1722	X	DF	P	
A	7.5	11.2	8.2	4.966	1	0.0259	
B	13.6	12.4	13.4	0.307	1	0.5798	
C	7.8	9.1	8.1	0.571	1	0.4498	
D	72.3	70.0	71.8	0.679	1	0.4098	

## X552 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	553	465	510	685	271	2484	X	DF	P
A	9.8	6.9	8.8	7.7	8.5	8.3	3.254	4	0.5163
B	11.4	12.9	12.2	12.4	14.4	12.4	1.634	4	0.8026
C	8.3	11.0	8.2	8.9	11.1	9.3	3.995	4	0.4067
D	72.0	69.9	72.4	72.1	68.6	71.3	2.012	4	0.7335

## X552 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	455	405	424	622	544	2450	X	DF	P
A	7.9	8.4	6.8	8.5	9.9	8.4	3.139	4	0.5349
B	10.8	11.4	10.1	12.7	16.5	12.5	12.015	4	0.0172
C	9.2	9.6	9.7	9.3	8.6	9.3	0.403	4	0.9822
D	73.0	72.4	75.0	70.4	66.5	71.1	9.859	4	0.0429

## X552 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1172	584	259	365	103	2483	X	DF	P
A	7.7	10.3	8.9	7.4	6.8	8.3	4.373	4	0.3579
B	13.3	13.4	7.3	11.0	14.6	12.4	8.640	4	0.0708
C	8.5	8.1	8.1	12.9	15.5	9.3	12.855	4	0.0120
D	72.2	69.9	76.1	69.9	64.1	71.4	6.905	4	0.1410

X553 -- READ MAG:READER'S DIGEST SPANISH LANG.

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

READER'S DIGEST-SPANISH LANGUAGE

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X553 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL	2		
N=	1088	857	270	196	2411	X	DF	P
A	.6	.4	1.9	1.5	.8	8.052	3	0.0449
B	.7	.6	.4	.5	.6	0.563	3	0.9049
C	1.4	1.6	1.5	.5	1.4	1.467	3	0.6899
D	97.3	97.4	97.0	97.5	97.4	0.133	3	0.9876

X553 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL	2		
N=	1385	330	1715	X	DF	P
A	.4	2.1	.7	11.884	1	0.0006
B	.8	1.2	.9	0.537	1	0.4638
C	1.1	1.2	1.1	0.041	1	0.8404
D	97.8	95.8	97.4	4.596	1	0.0320

## X553 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	549	465	504	682	265	2465	X	DF	P
A	.7	1.3	1.0	.2	1.5	.8	6.926	4	0.1399
B	.2	.9	.6	1.0	.0	.6	5.730	4	0.2202
C	1.1	1.7	1.4	1.3	1.9	1.4	1.185	4	0.8806
D	98.4	96.1	97.0	97.7	96.6	97.3	5.698	4	0.2228

## X553 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	449	404	418	618	543	2432	X	DF	P
A	.7	.7	.7	1.0	.7	.8	0.404	4	0.9821
B	1.6	.5	.5	.3	.4	.6	8.145	4	0.0864
C	.9	2.0	1.0	1.9	1.3	1.4	3.657	4	0.4544
D	96.9	97.0	97.9	96.9	97.8	97.3	1.703	4	0.7902

## X553 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1166	583	257	358	100	2464	X	DF	P
A	.4	1.4	1.2	.8	1.0	.8	4.849	4	0.3031
B	.5	.9	.4	.6	1.0	.6	1.240	4	0.8714
C	1.3	1.7	1.2	1.1	3.0	1.4	2.646	4	0.6187
D	97.9	96.2	97.3	97.5	96.0	97.3	4.585	4	0.3325

X554 -- READ MAGAZINE: DISCOVER

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

DISCOVER

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X554 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL	2		
N=	1096	858	270	196	2420	X	DF	P
A	2.4	2.3	3.7	4.1	2.6	3.392	3	0.3351
B	2.4	3.2	5.9	2.6	3.1	9.423	3	0.0242
C	6.7	8.4	9.6	7.1	7.6	3.758	3	0.2888
D	89.1	86.4	81.9	87.2	87.2	10.779	3	0.0130

X554 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL	2		
N=	1388	330	1718	X	DF	P
A	2.6	3.6	2.8	1.067	1	0.3016
B	3.8	2.4	3.5	1.383	1	0.2396
C	8.4	5.2	7.8	3.983	1	0.0460
D	85.8	89.1	86.4	2.453	1	0.1173

X554 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	554	465	504	684	267	2474	X	DF	P
A	3.1	3.4	1.8	2.2	3.4	2.7	4.025	4	0.4026
B	2.5	3.0	3.8	2.9	3.8	3.1	1.803	4	0.7719
C	7.2	5.8	10.1	6.6	8.6	7.5	8.263	4	0.0824
D	87.4	88.2	84.7	88.9	85.4	87.2	5.703	4	0.2225

X554 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	453	404	422	620	543	2442	X	DF	P
A	3.5	3.0	.7	2.9	3.0	2.7	7.981	4	0.0923
B	2.9	4.0	2.6	3.9	2.2	3.1	4.060	4	0.3980
C	7.7	6.2	9.2	8.6	6.1	7.6	5.377	4	0.2507
D	86.5	88.4	87.4	84.8	89.1	87.1	5.583	4	0.2326

X554 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1166	585	258	362	102	2473	X	DF	P
A	2.5	2.9	3.1	3.0	1.0	2.7	1.770	4	0.7779
B	3.5	2.6	4.7	1.7	2.9	3.1	5.789	4	0.2155
C	7.5	7.5	6.6	6.9	12.8	7.5	4.527	4	0.3394
D	86.9	87.5	87.2	88.7	83.3	87.2	2.230	4	0.6936

X555 -- READ MAGAZINE: NATIONAL GEOGRAPHIC

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

NATIONAL GEOGRAPHIC

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
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SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X555 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL	2		
N=	1102	862	270	195	2429	X	DF	P
A	5.9	6.8	8.9	7.7	6.7	3.533	3	0.3165
B	8.0	10.4	13.0	10.8	9.6	7.810	3	0.0501
C	10.3	9.5	6.7	13.9	9.9	6.943	3	0.0737
D	77.0	73.7	73.0	68.7	74.7	7.561	3	0.0560

X555 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL	2		
N=	1395	330	1725	X	DF	P
A	6.7	7.6	6.8	0.346	1	0.5563
B	11.4	8.8	10.9	1.872	1	0.1712
C	10.3	8.2	9.9	1.370	1	0.2419
D	72.6	77.0	73.5	2.593	1	0.1073

X555 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	556	465	507	686	269	2483	X	DF	P
A	6.5	7.1	7.3	5.5	9.3	6.8	4.711	4	0.3182
B	8.3	9.3	9.3	10.4	11.9	9.6	3.326	4	0.5048
C	8.3	10.8	12.2	9.2	10.4	10.0	5.475	4	0.2420
D	77.5	73.6	72.4	76.0	69.9	74.5	7.839	4	0.0977

X555 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	454	404	423	623	547	2451	X	DF	P
A	7.5	7.4	5.4	6.9	6.6	6.8	1.885	4	0.7570
B	8.6	9.7	10.9	9.8	9.5	9.7	1.336	4	0.8552
C	12.1	7.4	9.7	10.1	10.6	10.1	5.451	4	0.2441
D	73.6	76.5	74.7	73.7	74.2	74.4	1.288	4	0.8633

X555 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1170	587	258	364	103	2482	X	DF	P
A	7.2	7.2	5.0	6.3	6.8	6.8	1.776	4	0.7769
B	9.7	10.4	11.6	7.7	5.8	9.6	4.876	4	0.3002
C	8.9	10.4	10.5	11.8	13.6	10.0	4.558	4	0.3358
D	74.9	73.4	74.0	75.0	74.8	74.5	0.521	4	0.9714



X556 -- READ MAGAZINE: ROAD & TRACK

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

ROAD & TRACK

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
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SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X556 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL	2		
N=	1097	862	270	195	2424	X	DF	P
A	4.7	6.5	7.4	5.1	5.7	4.485	3	0.2136
B	2.0	3.5	4.1	.5	2.6	9.679	3	0.0215
C	9.9	11.4	7.4	10.3	10.2	3.746	3	0.2902
D	84.0	79.5	81.1	84.6	82.1	7.658	3	0.0536

X556 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL	2		
N=	1391	330	1721	X	DF	P
A	7.0	5.2	6.6	1.431	1	0.2315
B	3.4	2.4	3.2	0.786	1	0.3754
C	12.2	11.8	12.1	0.028	1	0.8681
D	78.4	80.9	78.9	1.039	1	0.3082

## X556 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	554	462	505	687	270	2478	X	DF	P
A	5.6	6.3	6.9	4.7	5.9	5.8	3.075	4	0.5453
B	2.4	2.6	3.6	2.5	1.9	2.6	2.607	4	0.6256
C	12.3	7.8	9.3	9.5	13.0	10.1	8.666	4	0.0700
D	80.0	83.8	81.2	83.8	80.4	82.0	4.830	4	0.3052

## X556 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	452	403	425	620	546	2446	X	DF	P
A	5.1	5.0	6.1	7.1	5.1	5.8	3.387	4	0.4952
B	3.1	1.0	2.6	2.9	2.8	2.5	4.904	4	0.2973
C	9.5	8.4	11.3	10.8	10.4	10.2	2.442	4	0.6550
D	83.4	85.9	80.5	80.0	81.9	82.1	7.040	4	0.1338

## X556 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1172	584	258	363	100	2477	X	DF	P
A	7.3	5.0	5.0	3.6	2.0	5.8	12.054	4	0.0170
B	2.9	2.7	4.7	.6	1.0	2.6	11.669	4	0.0200
C	11.2	9.4	10.9	9.4	3.0	10.1	7.700	4	0.1032
D	79.3	83.2	80.2	87.1	94.0	82.0	23.135	4	0.0001

X557 -- READ MAGAZINE: SPORTING NEWS

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

SPORTING NEWS

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X557 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL	2		
N=	1095	862	267	198	2422	X	DF	P
A	6.7	5.6	8.6	9.1	6.7	5.151	3	0.1611
B	3.7	2.7	4.1	3.5	3.4	2.241	3	0.5240
C	8.4	7.3	9.7	13.1	8.6	7.529	3	0.0568
D	82.0	84.9	77.9	75.3	82.0	14.142	3	0.0027

X557 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL	2		
N=	1388	330	1718	X	DF	P
A	6.8	9.4	7.3	2.716	1	0.0993
B	3.0	5.2	3.4	3.632	1	0.0567
C	9.7	8.2	9.4	0.745	1	0.3882
D	81.2	78.2	80.6	1.550	1	0.2131

## X557 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	552	464	509	685	266	2476	X	DF	P
A	6.9	8.2	7.9	4.8	6.4	6.7	6.690	4	0.1532
B	2.0	3.5	3.0	4.1	5.3	3.4	7.462	4	0.1134
C	11.6	7.8	7.5	6.9	9.4	8.5	10.484	4	0.0330
D	79.9	81.0	82.7	85.1	79.3	82.1	7.925	4	0.0944

## X557 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	452	405	423	619	545	2444	X	DF	P
A	7.7	7.9	5.9	6.6	5.1	6.6	4.296	4	0.3675
B	3.1	4.2	2.8	3.7	2.9	3.4	1.873	4	0.7591
C	8.9	9.4	6.2	9.5	8.3	8.5	4.372	4	0.3580
D	81.0	79.8	85.3	80.8	84.2	82.2	7.357	4	0.1182

## X557 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1169	584	257	361	104	2475	X	DF	P
A	6.0	7.9	8.2	6.4	5.8	6.7	3.335	4	0.5035
B	2.8	3.9	6.2	2.8	1.9	3.4	9.091	4	0.0589
C	7.8	9.4	10.1	9.1	4.8	8.5	4.286	4	0.3687
D	83.7	80.1	76.7	82.3	87.5	82.1	10.707	4	0.0301

X558 -- READ MAGAZINE: ROLLING STONE

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

ROLLING STONE

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X558 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL	2		
N=	1101	867	271	197	2436	X	DF	P
A	5.5	6.0	8.1	10.2	6.4	7.593	3	0.0552
B	4.2	4.2	5.9	5.1	4.4	1.907	3	0.5920
C	13.5	13.2	11.4	10.7	12.9	1.829	3	0.6086
D	77.6	77.3	75.7	74.6	77.0	1.148	3	0.7655

X558 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL	2		
N=	1396	333	1729	X	DF	P
A	6.2	8.1	6.6	1.536	1	0.2151
B	4.2	4.8	4.3	0.277	1	0.5984
C	12.5	15.9	13.2	2.683	1	0.1014
D	77.7	72.4	76.7	4.305	1	0.0380

## X558 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	558	468	509	688	268	2491	X	DF	P
A	5.7	7.3	8.3	6.1	2.2	6.3	11.917	4	0.0180
B	4.5	5.3	4.1	4.1	4.1	4.4	1.315	4	0.8589
C	16.7	11.1	11.8	14.0	8.2	13.0	14.793	4	0.0052
D	74.0	77.4	76.4	76.5	85.8	77.1	14.854	4	0.0050

## X558 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	453	406	425	621	551	2456	X	DF	P
A	5.7	7.6	5.4	7.6	5.3	6.4	4.685	4	0.3212
B	4.2	2.7	4.2	6.0	4.0	4.4	6.685	4	0.1535
C	13.7	12.8	13.7	12.4	12.5	13.0	0.665	4	0.9556
D	77.0	77.3	77.2	75.7	78.4	77.1	1.248	4	0.8701

## X558 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1177	589	260	361	103	2490	X	DF	P
A	7.5	5.6	5.4	5.3	1.9	6.3	7.621	4	0.1065
B	4.5	4.2	5.8	4.4	1.0	4.4	4.085	4	0.3946
C	13.1	12.4	15.0	11.4	14.6	12.9	2.202	4	0.6987
D	75.5	78.6	74.6	80.1	82.5	77.1	6.813	4	0.1461

X559 -- READ MAGAZINE: US

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

US

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X559 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL	2		
N=	1094	863	269	196	2422	X	DF	P
A	2.7	2.3	1.1	1.5	2.3	3.132	3	0.3717
B	2.7	1.4	1.1	1.5	1.9	5.409	3	0.1442
C	4.7	4.9	7.4	6.1	5.2	3.922	3	0.2701
D	90.2	91.9	90.3	90.8	90.9	1.732	3	0.6298

X559 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL	2		
N=	1389	332	1721	X	DF	P
A	1.7	3.0	1.9	2.620	1	0.1055
B	2.0	1.5	1.9	0.370	1	0.5428
C	4.0	3.3	3.9	0.370	1	0.5432
D	92.6	92.5	92.6	0.005	1	0.9429

X559 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	553	467	508	682	266	2476	X	DF	P
A	2.4	2.1	3.2	2.1	1.5	2.3	2.624	4	0.6226
B	1.8	2.6	2.8	1.5	1.5	2.0	3.644	4	0.4564
C	5.1	7.1	5.7	3.8	5.3	5.3	6.184	4	0.1858
D	91.1	88.7	88.6	92.8	92.1	90.7	9.401	4	0.0518

X559 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	450	405	424	617	545	2441	X	DF	P
A	2.9	3.0	1.4	1.9	2.2	2.3	3.377	4	0.4968
B	1.6	2.5	1.7	2.3	1.8	2.0	1.486	4	0.8291
C	4.4	5.7	5.2	5.5	5.1	5.2	0.834	4	0.9338
D	91.3	89.4	92.0	90.6	91.0	90.9	1.893	4	0.7554

X559 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1171	587	255	361	101	2475	X	DF	P
A	2.0	2.9	1.6	2.8	3.0	2.3	2.676	4	0.6133
B	1.5	2.7	2.0	2.8	2.0	2.0	4.419	4	0.3523
C	5.2	4.6	3.9	5.5	11.9	5.3	10.392	4	0.0343
D	91.8	90.0	92.9	88.9	83.2	90.7	11.753	4	0.0193



X560 -- READ MAGAZINE: CAR CRAFT

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

CAR CRAFT

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X560 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL	2		
N=	1100	859	269	196	2424	X	DF	P
A	5.6	5.5	4.1	3.1	5.2	2.900	3	0.4072
B	1.6	3.0	1.9	1.0	2.1	6.518	3	0.0889
C	8.5	11.2	6.7	4.1	8.9	13.024	3	0.0046
D	84.7	81.4	87.4	91.8	84.4	16.093	3	0.0011

X560 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL	2		
N=	1390	329	1719	X	DF	P
A	6.1	5.5	6.0	0.196	1	0.6581
B	2.5	1.8	2.3	0.453	1	0.5008
C	9.9	8.5	9.6	0.555	1	0.4563
D	82.2	84.8	82.7	1.232	1	0.2671

X560 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	553	465	507	684	268	2477	X	DF	P
A	5.4	4.5	5.7	5.9	4.1	5.3	1.940	4	0.7468
B	1.1	1.7	3.4	2.1	2.2	2.1	7.120	4	0.1297
C	10.0	6.5	8.7	10.1	6.7	8.7	7.010	4	0.1354
D	83.9	87.5	83.0	82.6	87.3	84.4	7.683	4	0.1039

X560 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	454	404	423	621	541	2443	X	DF	P
A	4.4	3.7	5.0	6.8	5.9	5.3	5.879	4	0.2084
B	1.8	1.0	1.9	2.4	2.6	2.0	3.748	4	0.4411
C	6.0	9.4	8.0	8.7	10.7	8.6	7.638	4	0.1058
D	88.6	86.4	85.6	82.5	81.3	84.5	13.312	4	0.0098

X560 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1169	587	256	361	103	2476	X	DF	P
A	6.5	5.1	6.3	2.5	.0	5.3	15.319	4	0.0041
B	2.7	1.7	2.0	1.1	1.0	2.1	4.641	4	0.3261
C	10.4	8.2	7.8	6.1	4.9	8.7	9.445	4	0.0509
D	81.2	85.2	84.8	90.6	94.2	84.4	27.466	4	0.0001

X561 -- READ MAGAZINE: SCIENCE DIGEST

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

SCIENCE DIGEST

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X561 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL	2		
N=	1093	864	269	196	2422	X	DF	P
A	2.0	2.4	2.2	5.1	2.4	6.733	3	0.0809
B	2.1	1.3	3.7	1.0	1.9	7.650	3	0.0538
C	4.6	7.3	8.2	4.6	6.0	9.514	3	0.0232
D	91.7	89.6	86.3	89.3	90.1	7.942	3	0.0472

X561 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL	2		
N=	1391	331	1722	X	DF	P
A	2.7	3.0	2.7	0.131	1	0.7170
B	1.8	2.1	1.9	0.148	1	0.7006
C	6.5	4.5	6.1	1.755	1	0.1853
D	89.6	90.9	89.8	0.542	1	0.4615

## X561 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	551	465	509	686	266	2477	X	DF	P
A	2.4	2.6	3.0	1.9	3.0	2.5	1.797	4	0.7730
B	.9	1.3	3.0	2.2	2.3	1.9	7.325	4	0.1197
C	6.7	4.5	7.3	5.3	5.6	5.9	4.544	4	0.3373
D	90.2	91.8	87.2	91.1	90.2	90.2	7.074	4	0.1320

## X561 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	452	404	423	621	544	2444	X	DF	P
A	3.1	2.5	1.9	2.6	2.2	2.5	1.520	4	0.8231
B	2.0	2.0	1.4	2.1	2.0	1.9	0.713	4	0.9497
C	5.1	6.9	4.7	6.8	5.9	5.9	3.168	4	0.5301
D	90.3	89.4	92.0	89.1	90.3	90.1	2.691	4	0.6108

## X561 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1171	585	256	362	102	2476	X	DF	P
A	2.1	2.6	3.5	3.0	2.0	2.5	2.645	4	0.6189
B	2.1	2.1	1.6	1.1	2.0	1.9	1.806	4	0.7713
C	5.9	6.0	8.2	4.4	3.9	5.9	4.624	4	0.3281
D	90.4	89.7	87.5	91.7	92.2	90.2	3.653	4	0.4551

X562 -- READ MAGAZINE: INSIDE SPORTS

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

INSIDE SPORTS

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X562 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL	2		
N=	1089	862	269	195	2415	X	DF	P
A	5.3	5.0	7.4	7.7	5.6	4.067	3	0.2543
B	3.0	2.2	1.5	3.1	2.6	2.845	3	0.4161
C	8.3	6.8	8.9	5.6	7.6	3.112	3	0.3747
D	83.8	86.2	82.5	84.6	84.6	3.054	3	0.3834

X562 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL	2		
N=	1386	329	1715	X	DF	P
A	6.2	7.0	6.4	0.276	1	0.5994
B	2.3	3.3	2.5	1.164	1	0.2805
C	7.9	7.6	7.9	0.042	1	0.8380
D	83.9	82.4	83.6	0.460	1	0.4976

## X562 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	553	461	507	683	266	2470	X	DF	P
A	6.2	6.7	7.7	3.7	4.9	5.8	10.370	4	0.0346
B	2.7	2.0	2.6	2.3	3.8	2.6	2.405	4	0.6617
C	8.5	7.8	6.3	7.8	7.5	7.6	1.888	4	0.7563
D	82.6	84.0	84.0	86.7	84.6	84.5	4.126	4	0.3892

## X562 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	452	399	423	619	544	2437	X	DF	P
A	6.4	6.3	6.2	6.1	3.7	5.7	5.217	4	0.2657
B	2.4	3.3	2.6	2.1	2.4	2.5	1.398	4	0.8446
C	8.6	8.8	5.4	8.1	6.8	7.6	4.995	4	0.2878
D	82.5	82.7	85.8	84.2	87.5	84.7	6.689	4	0.1532

## X562 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1164	587	256	360	102	2469	X	DF	P
A	5.2	7.2	6.6	5.3	3.9	5.8	4.051	4	0.3992
B	2.4	2.4	3.9	2.5	2.0	2.6	2.202	4	0.6987
C	7.2	6.8	9.4	9.4	5.9	7.6	4.073	4	0.3962
D	85.4	84.2	80.5	83.9	88.2	84.5	5.127	4	0.2745

X563 -- READ MAG: SCIENCE '86 OR SCIENCE '87

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

SCIENCE '86 OR SCIENCE '87

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X563 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL	2		
N=	1095	864	270	196	2425	X	DF	P
A	2.3	2.3	3.0	2.6	2.4	0.476	3	0.9241
B	1.4	2.0	3.3	2.0	1.9	4.752	3	0.1909
C	3.2	3.9	7.4	4.6	4.0	10.083	3	0.0179
D	93.6	92.4	87.0	90.8	92.2	13.586	3	0.0035

X563 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL	2		
N=	1394	331	1725	X	DF	P
A	2.4	3.9	2.7	2.236	1	0.1348
B	2.4	1.5	2.3	1.043	1	0.3070
C	4.7	3.0	4.4	1.865	1	0.1721
D	91.0	92.5	91.3	0.739	1	0.3899

## X563 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	553	465	509	686	267	2480	X	DF	P
A	2.5	2.8	2.4	1.6	4.1	2.5	5.416	4	0.2472
B	1.6	1.9	2.6	1.6	1.5	1.9	1.965	4	0.7422
C	4.7	3.0	4.5	3.6	4.5	4.0	2.620	4	0.6234
D	91.5	92.5	91.2	93.7	91.0	92.2	3.941	4	0.4140

## X563 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	453	403	424	621	546	2447	X	DF	P
A	3.3	1.5	3.3	2.1	2.2	2.5	4.723	4	0.3169
B	2.0	1.7	2.1	1.0	2.8	1.9	5.246	4	0.2630
C	4.2	4.7	4.0	3.5	4.0	4.1	0.897	4	0.9250
D	91.0	93.1	91.0	93.6	91.8	92.2	3.903	4	0.4193

## X563 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1172	586	256	362	103	2479	X	DF	P
A	2.5	3.8	.8	2.2	.0	2.5	9.788	4	0.0442
B	2.1	2.1	1.6	.8	1.9	1.9	2.835	4	0.5857
C	4.2	3.1	5.1	4.1	4.9	4.0	2.378	4	0.6665
D	91.8	91.6	93.4	93.1	93.2	92.2	1.525	4	0.8223



X564 -- READ MAGAZINE: GAMES

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

GAMES

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X564 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL	2		
N=	1084	860	266	195	2405	X	DF	P
A	3.0	2.6	2.3	2.6	2.7	0.739	3	0.8640
B	2.1	2.4	3.4	1.5	2.3	2.089	3	0.5541
C	5.8	5.5	4.9	4.1	5.5	1.127	3	0.7706
D	89.1	89.8	90.2	91.8	89.7	1.411	3	0.7031

X564 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL	2		
N=	1379	330	1709	X	DF	P
A	2.5	4.9	2.9	5.324	1	0.0210
B	2.5	2.1	2.4	0.135	1	0.7135
C	5.2	7.0	5.5	1.699	1	0.1924
D	90.1	86.4	89.4	4.005	1	0.0454

X564 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	545	463	503	684	265	2460	X	DF	P
A	2.0	2.8	4.4	2.5	3.0	2.9	5.854	4	0.2103
B	2.9	2.6	2.6	2.1	1.1	2.4	3.030	4	0.5528
C	7.0	3.7	5.4	6.1	4.2	5.5	6.749	4	0.1498
D	88.3	90.9	87.7	89.9	91.7	89.5	5.158	4	0.2714

X564 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	448	401	421	614	542	2426	X	DF	P
A	3.4	3.7	2.1	2.9	2.0	2.8	3.694	4	0.4490
B	3.4	2.2	1.7	3.4	.9	2.4	10.711	4	0.0300
C	6.3	6.5	4.5	6.0	4.4	5.5	3.529	4	0.4735
D	88.0	87.5	91.7	87.6	92.8	89.5	13.580	4	0.0088

X564 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1167	579	254	356	103	2459	X	DF	P
A	3.0	3.5	3.9	1.4	1.0	2.9	5.855	4	0.2103
B	2.5	2.4	2.0	2.5	1.0	2.4	1.163	4	0.8841
C	5.7	5.2	6.7	5.1	3.9	5.5	1.518	4	0.8235
D	89.0	89.1	87.8	91.3	94.2	89.5	4.743	4	0.3147

X565 -- READ MAGAZINE:U.S. NEWS AND WORLD REPORT

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

U.S. NEWS AND WORLD REPORT

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,703

X565 BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL	2		
N=	1093	857	272	196	2418	X	DF	P
A	4.8	5.7	8.8	9.2	5.9	10.590	3	0.0142
B	4.2	3.0	8.8	5.1	4.4	16.838	3	0.0008
C	8.5	9.2	9.6	9.2	8.9	0.474	3	0.9246
D	83.5	82.5	73.9	77.0	81.6	16.603	3	0.0009

X565 BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL	2		
N=	1389	330	1719	X	DF	P
A	5.5	7.0	5.8	1.103	1	0.2937
B	4.7	5.8	4.9	0.667	1	0.4142
C	9.1	9.1	9.1	0.001	1	0.9763
D	81.5	78.8	81.0	1.271	1	0.2596

## X565 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	549	466	506	685	267	2473	X	DF	P
A	5.8	6.0	4.9	4.8	10.5	5.9	12.410	4	0.0145
B	5.1	3.2	4.4	4.2	5.6	4.4	3.170	4	0.5298
C	10.8	9.2	8.9	6.0	11.6	8.9	12.015	4	0.0172
D	78.9	82.6	82.4	85.1	74.9	81.6	16.855	4	0.0021

## X565 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	453	402	422	620	542	2439	X	DF	P
A	9.3	5.7	5.0	5.5	4.4	5.9	12.247	4	0.0156
B	4.6	5.0	4.5	4.0	4.1	4.4	0.737	4	0.9467
C	9.7	9.2	8.8	9.4	7.2	8.8	2.524	4	0.6403
D	77.0	81.6	82.7	81.8	84.7	81.7	10.083	4	0.0391

## X565 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1162	588	255	363	104	2472	X	DF	P
A	5.3	5.3	8.6	7.2	5.8	5.9	5.759	4	0.2179
B	4.8	4.3	3.9	3.6	4.8	4.4	1.272	4	0.8662
C	7.3	9.2	8.2	11.9	15.4	8.9	13.126	4	0.0107
D	83.4	82.0	80.8	78.0	74.0	81.6	9.808	4	0.0438

X694      -- READ MAGAZINE: OUTDOOR LIFE

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

OUTDOOR LIFE

- A    I PERSONALLY READ THE MAGAZINE REGULARLY.
- B    I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A  
PAID SUBSCRIPTION TO THIS MAGAZINE.
- C    I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST  
MONTH.
- D    NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131      TOTAL NPS SURVEYED IS 2,703

X694      BY ST/SMP PARTICIPATION

	NEITHER	ST	BOTH	SMP	TOTAL	2		
N=	1140	881	276	202	2499	X	DF	P
A	24.0	21.6	25.7	25.7	23.5	3.340	3	0.3422
B	5.5	4.5	5.1	4.5	5.0	1.167	3	0.7608
C	11.5	13.2	8.7	9.9	11.6	4.940	3	0.1762
D	74.3	73.8	75.7	78.2	74.6	1.946	3	0.5836

X694      BY INCENTIVE--GMA & GMB RESPONSES ONLY

	BONUS	NO BONUS	TOTAL	2			
N=	1437	338	1775	X	DF	P	
A	24.7	22.5	24.3	0.733	1	0.3920	
B	5.7	5.3	5.6	0.075	1	0.7847	
C	12.3	12.1	12.2	0.004	1	0.9527	
D	72.7	72.8	72.7	0.000	1	0.9822	

## X694 BY BRIGADE

	1ST	2ND	5TH	4TH	6TH	TOTAL	2		
N=	571	482	527	701	276	2557	X	DF	P
A	23.1	21.4	24.5	25.4	22.5	23.6	3.073	4	0.5456
B	4.9	5.2	3.4	6.3	4.4	5.0	5.513	4	0.2386
C	11.7	10.8	11.2	12.8	10.5	11.6	1.772	4	0.7777
D	75.3	74.7	74.2	73.8	76.8	74.7	1.167	4	0.8835

## X694 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	467	418	435	641	559	2520	X	DF	P
A	23.6	23.2	20.0	23.7	27.6	23.8	7.894	4	0.0956
B	2.6	2.9	4.8	6.2	6.8	4.9	15.990	4	0.0030
C	8.1	12.4	8.5	12.2	15.4	11.6	17.884	4	0.0013
D	82.7	77.3	80.2	71.5	66.2	74.8	49.299	4	0.0001

## X694 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1203	605	268	375	105	2556	X	DF	P
A	22.9	24.0	23.9	26.4	19.1	23.6	3.178	4	0.5284
B	5.8	5.0	4.5	3.7	1.0	5.0	6.777	4	0.1481
C	14.2	8.8	8.2	10.1	12.4	11.6	16.605	4	0.0023
D	69.3	77.4	81.7	80.3	82.9	74.7	37.449	4	0.0001

Appendix E

Army National Guard Media Tabulations

T051      -- RECEIVED UNREQUESTED INFORMATION

- A    RECEIVED MILITARY RECRUITING LITERATURE IN THE MAIL WITHOUT  
     ASKING FOR IT.
- B    ARMY (REGULAR ACTIVE DUTY)
- C    ARMY RESERVE
- D    ARMY NATIONAL GUARD
- E    AIR FORCE (REGULAR ACTIVE DUTY)
- F    AIR FORCE RESERVE
- G    AIR NATIONAL GUARD
- H    NAVY (REGULAR ACTIVE DUTY)
- I    NAVY RESERVE
- J    MARINE CORPS (REGULAR ACTIVE DUTY)
- K    MARINE CORPS RESERVE
- L    COAST GUARD
- M    ALL SERVICES TOGETHER

SURVEY ITEMS #: A136 B136 C136 D109      TOTAL NPS SURVEYED IS 2,539

T051 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2398	110	2508	X	DF	P
A	58.6	46.4	58.0	6.411	1	0.0113
B	42.9	28.2	42.2	9.300	1	0.0023
C	23.9	14.6	23.5	5.156	1	0.0232
D	28.1	22.7	27.8	1.492	1	0.2219
E	34.9	18.2	34.2	13.075	1	0.0003
F	10.9	8.2	10.8	0.799	1	0.3713
G	8.3	4.6	8.1	1.948	1	0.1629
H	33.7	9.1	32.7	29.049	1	0.0001
I	10.3	3.6	10.1	5.232	1	0.0222
J	36.5	10.0	35.3	32.300	1	0.0001
K	11.9	3.6	11.5	7.019	1	0.0081
L	9.5	1.8	9.2	7.466	1	0.0063
M	7.2	3.6	7.0	2.016	1	0.1557



T051 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	54	796	1179	479	2508	X	DF	P
A	40.7	55.8	67.1	41.3	58.0	102.825	3	0.0001
B	25.9	40.5	50.6	26.3	42.2	90.862	3	0.0001
C	16.7	22.1	28.7	14.0	23.5	43.853	3	0.0001
D	25.9	25.3	33.7	18.0	27.8	46.031	3	0.0001
E	24.1	29.7	43.3	20.5	34.2	92.991	3	0.0001
F	5.6	10.8	12.9	6.1	10.8	18.145	3	0.0004
G	5.6	7.5	10.2	4.2	8.1	17.571	3	0.0005
H	22.2	27.5	41.6	20.5	32.7	87.160	3	0.0001
I	5.6	8.4	12.9	6.3	10.1	21.694	3	0.0001
J	16.7	30.9	44.8	21.5	35.3	101.259	3	0.0001
K	1.9	11.8	13.7	6.7	11.5	21.721	3	0.0001
L	3.7	8.3	10.9	6.9	9.2	10.108	3	0.0177
M	5.6	7.9	7.0	5.9	7.0	2.174	3	0.5371

T051 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1787	455	188	61	2491	X	DF	P
A	59.3	57.6	49.5	49.2	58.0	8.872	3	0.0310
B	44.8	36.7	34.6	34.4	42.3	16.447	3	0.0009
C	25.8	18.7	17.0	13.1	23.5	19.158	3	0.0003
D	29.0	26.8	18.1	27.9	27.7	10.325	3	0.0160
E	36.9	28.6	23.9	26.2	34.2	22.872	3	0.0001
F	11.9	8.4	5.3	9.8	10.7	11.133	3	0.0110
G	9.1	5.5	5.3	8.2	8.1	8.332	3	0.0396
H	35.9	25.3	22.9	24.6	32.7	29.644	3	0.0001
I	11.0	7.0	8.0	11.5	10.0	7.285	3	0.0633
J	38.5	28.1	26.1	27.9	35.4	26.697	3	0.0001
K	12.2	11.2	6.9	8.2	11.5	5.424	3	0.1433
L	10.6	4.8	5.9	9.8	9.2	17.331	3	0.0006
M	8.1	4.0	5.3	4.9	7.0	10.734	3	0.0133

T051 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	278	362	269	824	706	2439	X	DF	P
A	45.7	53.9	55.8	60.4	62.5	57.9	28.139	4	0.0001
B	27.7	39.2	39.8	46.2	46.6	42.5	36.902	4	0.0001
C	20.1	20.2	20.8	25.6	25.8	23.7	9.025	4	0.0605
D	22.7	25.4	23.1	29.7	31.0	27.9	12.837	4	0.0121
E	23.7	33.2	32.0	34.8	39.2	34.3	22.355	4	0.0002
F	11.5	9.4	9.7	11.5	10.3	10.7	1.831	4	0.7668
G	6.5	6.9	11.5	8.0	8.2	8.1	5.925	4	0.2048
H	21.6	29.0	32.0	35.6	36.0	32.7	24.420	4	0.0001
I	10.8	7.2	10.4	10.7	10.1	10.0	3.871	4	0.4237
J	27.3	29.3	34.2	38.0	39.5	35.5	21.599	4	0.0002
K	12.2	9.9	10.0	11.8	12.3	11.5	2.097	4	0.7180
L	6.5	8.0	10.8	8.4	11.2	9.2	7.920	4	0.0946
M	5.0	7.2	7.4	6.9	7.5	7.0	2.036	4	0.7291

T051 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1138	607	249	410	103	2507	X	DF	P
A	62.6	65.7	60.2	42.7	17.5	58.0	134.076	4	0.0001
B	46.8	48.4	41.0	29.3	9.7	42.2	92.171	4	0.0001
C	28.0	24.4	22.5	14.2	7.8	23.5	47.547	4	0.0001
D	32.5	31.0	23.3	17.6	8.7	27.8	58.216	4	0.0001
E	40.1	39.7	30.5	18.8	5.8	34.1	107.343	4	0.0001
F	11.8	11.5	16.1	6.1	.0	10.7	30.668	4	0.0001
G	9.9	8.4	7.6	4.6	1.0	8.1	18.920	4	0.0008
H	38.0	39.4	30.9	16.1	3.9	32.6	117.301	4	0.0001
I	11.9	11.5	11.2	4.2	1.0	10.0	31.306	4	0.0001
J	40.9	41.0	36.1	18.3	5.8	35.3	115.290	4	0.0001
K	13.5	13.2	13.7	4.9	1.0	11.5	36.244	4	0.0001
L	10.6	10.7	8.4	5.1	1.0	9.1	21.260	4	0.0003
M	6.2	9.1	10.8	5.6	1.0	7.0	17.789	4	0.0014

X110 -- RECALL JOINT SERVICES ADVERTISING

DO YOU REMEMBER SEEING, HEARING, OR RECEIVING (BEFORE YOU ENLISTED) ANY ADVERTISING OR PROMOTIONAL MATERIALS FROM ALL THE MILITARY SERVICES TOGETHER?

- J NO - GO TO QUESTION #111
- A YES - ON TELEVISION
- L YES - IN MAGAZINES YOU SUBSCRIBE TO OR BUY
- M YES - IN MAGAZINES YOU RECEIVED AT SCHOOL
- C YES - ON THE RADIO
- D YES - IN THE HELP WANTED SECTION OF A NEWSPAPER
- E YES - IN OTHER PARTS OF THE NEWSPAPER
- F YES - IN THE MAIL
- G YES - IN AN ARMY RECRUITING STATION
- H YES - AT SCHOOL
- I YES - FROM A FRIEND
- K YES - BUT NONE OF THE ABOVE

SURVEY ITEMS #: A137 B137 C137 D110 TOTAL NPS SURVEYED IS 2,539

X110 BY GENDER

N=	MALE	FEMALE	TOTAL	2		
	2377	110	2487	X	DF	P
J	38.1	35.5	38.0	0.315	1	0.5744
A	51.7	56.4	51.9	0.914	1	0.3389
L	28.2	32.7	28.4	1.046	1	0.3065
M	19.4	15.5	19.3	1.072	1	0.3005
C	30.9	35.5	31.1	1.027	1	0.3108
D	7.9	7.3	7.9	0.059	1	0.8086
E	6.9	2.7	6.8	2.964	1	0.0851
F	24.1	19.1	23.9	1.455	1	0.2278
G	14.2	6.4	13.8	5.386	1	0.0203
H	22.6	23.6	22.6	0.071	1	0.7899
I	15.2	11.8	15.0	0.913	1	0.3394
K	1.6	.9	1.6	0.324	1	0.5693

X110 BY HIGHEST EDUCATION

N=	POST	HSDG	HSST	NHSG	TOTAL	2		
	54	787	1172	474	2487	X	DF	P
J	44.4	34.1	39.0	41.4	38.0	8.866	3	0.0311
A	48.2	56.2	50.5	48.7	51.9	8.840	3	0.0315
L	29.6	30.4	27.5	27.4	28.4	2.252	3	0.5217
M	13.0	18.3	20.5	18.6	19.3	3.111	3	0.3749
C	25.9	33.8	29.7	30.6	31.1	4.492	3	0.2130
D	13.0	11.1	5.5	8.0	7.9	22.308	3	0.0001
E	11.1	7.9	6.1	5.9	6.8	4.440	3	0.2177
F	14.8	23.5	28.2	14.8	23.9	36.418	3	0.0001
G	20.4	17.0	12.0	12.5	13.8	12.939	3	0.0048
H	16.7	22.2	24.5	19.2	22.6	6.671	3	0.0832
I	13.0	14.6	16.0	13.3	15.0	2.350	3	0.5029
K	1.9	1.9	1.5	1.1	1.6	1.427	3	0.6992

## X110 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1770	453	185	62	2470	X	DF	P
J	37.5	42.4	35.0	30.7	38.0	6.127	3	0.1056
A	54.5	42.2	51.4	53.2	51.9	21.927	3	0.0001
L	30.7	19.2	27.6	32.3	28.4	24.083	3	0.0001
M	19.9	16.6	18.9	22.6	19.3	3.029	3	0.3872
C	33.0	24.1	31.4	27.4	31.1	13.836	3	0.0031
D	7.7	6.2	10.8	16.1	7.9	9.833	3	0.0200
E	6.6	6.4	7.6	12.9	6.8	4.115	3	0.2493
F	23.9	22.1	27.0	24.2	23.8	1.820	3	0.6106
G	13.2	14.1	17.8	17.7	13.8	3.987	3	0.2628
H	23.3	19.2	23.2	25.8	22.6	3.857	3	0.2773
I	14.6	14.8	18.9	12.9	14.9	2.647	3	0.4494
K	1.1	1.8	4.3	6.5	1.6	21.458	3	0.0001



X110 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	275	359	264	821	699	2418	X	DF	P
J	36.5	36.9	36.0	39.1	37.9	37.8	1.302	4	0.8611
A	52.4	53.5	53.8	52.4	50.8	52.2	1.075	4	0.8983
L	24.7	31.5	28.0	27.8	30.2	28.7	4.632	4	0.3272
M	17.8	18.9	17.4	19.4	20.3	19.2	1.466	4	0.8327
C	30.2	34.3	34.5	30.5	30.2	31.4	3.531	4	0.4731
D	11.6	12.3	6.4	7.9	4.7	7.9	25.126	4	0.0001
E	8.7	10.6	9.5	4.3	5.7	6.7	22.584	4	0.0002
F	19.3	22.6	18.6	24.6	27.2	23.8	12.114	4	0.0165
G	19.6	15.6	14.0	13.4	11.0	13.8	13.517	4	0.0090
H	18.6	22.0	21.6	22.4	24.8	22.5	4.674	4	0.3224
I	10.9	16.4	11.7	15.6	16.2	14.9	7.375	4	0.1173
K	2.6	1.4	1.5	1.8	1.0	1.6	3.581	4	0.4657

X110 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1131	602	249	402	102	2486	X	DF	P
J	39.5	36.1	39.0	36.6	35.3	38.0	2.673	4	0.6139
A	50.7	53.5	50.6	53.2	54.9	51.9	2.123	4	0.7131
L	27.9	28.6	26.9	29.9	32.4	28.4	1.645	4	0.8006
M	20.3	22.4	18.1	16.2	3.9	19.3	22.841	4	0.0001
C	30.5	29.9	28.1	36.8	29.4	31.1	7.895	4	0.0955
D	4.8	8.3	8.0	13.7	16.7	7.9	44.651	4	0.0001
E	5.0	9.1	6.4	8.2	7.8	6.8	12.839	4	0.0121
F	24.6	28.4	21.7	21.1	5.9	23.9	27.566	4	0.0001
G	11.4	14.5	14.9	18.2	17.7	13.8	13.557	4	0.0089
H	24.1	25.3	20.5	19.9	6.9	22.6	20.524	4	0.0004
I	15.2	15.6	12.9	15.2	13.7	15.0	1.257	4	0.8686
K	1.4	1.2	1.6	2.5	2.0	1.6	3.118	4	0.5383

X111 -- RECALL AIR FORCE ADVERTISING

DO YOU REMEMBER SEEING, HEARING, OR RECEIVING ANY AIR FORCE ADVERTISING  
OR PROMOTIONAL MATERIALS BEFORE YOU ENLISTED?

- J NO - GO TO QUESTION #112
- A YES - ON TELEVISION
- L YES - IN MAGAZINES YOU SUBSCRIBE TO OR BUY
- M YES - IN MAGAZINES YOU RECEIVED AT SCHOOL
- C YES - ON THE RADIO
- D YES - IN THE HELP WANTED SECTION OF A NEWSPAPER
- E YES - IN OTHER PARTS OF THE NEWSPAPER
- F YES - IN THE MAIL
- G YES - IN AN AIR FORCE RECRUITING STATION
- H YES - AT SCHOOL
- I YES - FROM A FRIEND
- K YES - BUT NONE OF THE ABOVE

SURVEY ITEMS #: A138 B138 C138 D111 TOTAL NPS SURVEYED IS 2,539

## X111 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2394	110	2504	X	DF	P
J	31.4	24.1	31.1	2.583	1	0.1080
A	53.0	63.6	53.5	4.775	1	0.0289
L	30.8	40.0	31.2	4.161	1	0.0414
M	22.0	26.4	22.2	1.152	1	0.2831
C	27.3	40.0	27.8	8.476	1	0.0036
D	4.3	9.1	4.5	5.743	1	0.0166
E	5.1	4.6	5.0	0.057	1	0.8113
F	37.3	22.7	36.6	9.569	1	0.0020
G	8.8	10.0	8.9	0.183	1	0.6687
H	23.7	31.8	24.1	3.767	1	0.0523
I	12.5	20.9	12.8	6.737	1	0.0094
K	1.7	1.8	1.7	0.007	1	0.9336

X111 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	54	794	1175	481	2504	X	DF	P
J	40.4	31.6	26.6	40.3	31.1	32.029	3	0.0001
A	53.7	55.0	54.6	48.2	53.5	6.642	3	0.0842
L	27.8	32.8	32.3	26.4	31.2	6.945	3	0.0737
M	13.0	19.4	25.9	18.9	22.2	18.454	3	0.0004
C	22.2	30.9	27.7	23.9	27.8	8.165	3	0.0427
D	3.7	7.4	2.8	3.7	4.5	24.551	3	0.0001
E	3.7	6.7	4.4	4.0	5.0	6.767	3	0.0797
F	27.8	32.8	46.1	20.8	36.6	104.648	3	0.0001
G	9.3	11.8	8.1	5.8	8.9	15.101	3	0.0017
H	13.0	20.9	29.3	17.9	24.1	35.495	3	0.0001
I	7.4	11.7	15.0	10.0	12.8	10.659	3	0.0137
K	3.7	1.6	1.7	1.7	1.7	1.303	3	0.7285

## X111 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1782	454	189	62	2487	X	DF	P
J	29.9	35.1	32.3	29.0	31.0	4.805	3	0.1867
A	55.4	46.7	51.9	58.1	53.6	11.719	3	0.0084
L	33.8	21.2	28.0	37.1	31.1	28.832	3	0.0001
M	24.4	15.2	18.0	27.4	22.3	20.536	3	0.0001
C	30.5	18.5	25.9	25.8	27.8	26.328	3	0.0001
D	4.7	3.5	4.2	6.5	4.5	1.695	3	0.6380
E	5.3	2.4	5.8	12.9	5.0	15.101	3	0.0017
F	38.9	30.8	29.1	37.1	36.6	15.103	3	0.0017
G	9.4	6.2	11.6	6.5	8.9	6.981	3	0.0725
H	26.4	17.2	18.0	25.8	24.1	21.142	3	0.0001
I	13.2	9.9	14.3	16.1	12.8	4.700	3	0.1951
K	1.5	.4	5.8	4.8	1.7	27.062	3	0.0001

## X111 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	278	359	267	824	707	2435	X	DF	P
J	38.0	31.9	31.3	30.4	28.7	31.1	8.354	4	0.0794
A	49.6	55.7	49.1	54.7	53.6	53.4	4.964	4	0.2910
L	24.1	36.5	27.0	31.4	32.1	31.1	13.740	4	0.0082
M	13.7	22.3	18.4	23.8	24.5	22.0	17.369	4	0.0016
C	24.5	28.1	24.0	29.7	28.0	27.8	5.067	4	0.2805
D	4.7	7.8	4.5	4.3	3.0	4.5	13.149	4	0.0106
E	4.7	5.3	6.0	4.6	4.5	4.9	1.189	4	0.8800
F	27.0	36.2	35.2	36.4	41.9	36.8	19.743	4	0.0006
G	9.7	13.1	10.1	8.3	7.2	9.0	11.189	4	0.0245
H	16.6	23.4	20.6	25.9	26.6	24.1	14.346	4	0.0063
I	13.3	13.1	10.1	14.0	11.9	12.7	3.347	4	0.5016
K	1.4	1.7	2.3	1.3	1.8	1.6	1.328	4	0.8565

## X111 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1136	605	248	410	104	2503	X	DF	P
J	29.6	29.2	32.5	35.8	36.6	31.1	8.069	4	0.0891
A	53.9	53.4	53.6	51.7	55.8	53.5	0.811	4	0.9369
L	31.1	31.2	32.3	30.0	33.7	31.2	0.704	4	0.9509
M	26.0	22.2	23.4	16.1	1.9	22.2	43.177	4	0.0001
C	26.9	27.4	31.5	29.0	26.0	27.8	2.590	4	0.6286
D	2.9	4.6	3.6	7.3	11.5	4.5	26.887	4	0.0001
E	4.3	5.3	4.8	7.1	3.9	5.0	5.209	4	0.2665
F	40.5	44.1	29.8	25.9	8.7	36.6	82.509	4	0.0001
G	7.8	8.9	8.1	12.9	4.8	8.8	12.225	4	0.0158
H	27.8	25.3	23.8	17.1	3.9	24.1	43.508	4	0.0001
I	14.3	13.4	10.5	11.2	5.8	12.8	9.058	4	0.0597
K	1.9	1.3	1.2	1.7	2.9	1.7	2.101	4	0.7172



X112 -- RECALL NAVY ADVERTISING

DO YOU REMEMBER SEEING, HEARING, OR RECEIVING ANY NAVY ADVERTISING  
OR PROMOTIONAL MATERIALS BEFORE YOU ENLISTED?

- J NO - GO TO QUESTION #113
- A YES - ON TELEVISION
- L YES - IN MAGAZINES YOU SUBSCRIBE TO OR BUY
- M YES - IN MAGAZINES YOU RECEIVED AT SCHOOL
- C YES - ON THE RADIO
- D YES - IN THE HELP WANTED SECTION OF A NEWSPAPER
- E YES - IN OTHER PARTS OF THE NEWSPAPER
- F YES - IN THE MAIL
- G YES - IN A NAVY RECRUITING STATION
- H YES - AT SCHOOL
- I YES - FROM A FRIEND
- K YES - BUT NONE OF THE ABOVE

SURVEY ITEMS #: A139 B139 C139 D112 TOTAL NPS SURVEYED IS 2,539

X112 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2386	109	2495	X	DF	P
J	33.0	30.3	32.9	0.353	1	0.5526
A	51.4	55.1	51.6	0.547	1	0.4595
L	27.6	28.4	27.6	0.039	1	0.8438
M	19.5	14.7	19.3	1.550	1	0.2132
C	25.0	28.4	25.2	0.647	1	0.4212
D	4.5	5.5	4.5	0.251	1	0.6165
E	4.1	2.8	4.1	0.493	1	0.4827
F	35.0	14.7	34.2	19.213	1	0.0001
G	9.5	8.3	9.4	0.180	1	0.6711
H	22.2	22.9	22.2	0.031	1	0.8591
I	12.4	18.4	12.6	3.385	1	0.0658
K	2.2	4.6	2.3	2.707	1	0.0999

X112 BY HIGHEST EDUCATION

N=	POST	HSDG	HSST	NHSG	TOTAL	2		
	54	789	1172	480	2495	X	DF	P
J	41.2	35.0	28.8	38.5	32.9	18.504	3	0.0003
A	51.9	53.2	52.1	47.7	51.6	3.847	3	0.2784
L	25.9	28.4	27.9	25.8	27.6	1.125	3	0.7711
M	11.1	18.3	21.0	17.7	19.3	5.816	3	0.1209
C	24.1	27.8	24.2	23.5	25.2	4.164	3	0.2442
D	7.4	7.2	2.6	4.6	4.5	24.806	3	0.0001
E	.0	5.3	3.8	2.9	4.1	7.294	3	0.0631
F	20.4	29.4	42.8	22.3	34.2	81.770	3	0.0001
G	14.8	11.5	8.6	7.3	9.4	9.406	3	0.0244
H	16.7	18.6	27.1	16.9	22.2	31.122	3	0.0001
I	7.4	11.7	13.7	12.3	12.6	3.167	3	0.3666
K	1.9	2.5	2.1	2.3	2.3	0.387	3	0.9429

X112 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1775	451	190	63	2479	X	DF	P
J	31.4	37.2	33.3	40.3	32.8	7.172	3	0.0666
A	54.5	42.6	49.0	46.0	51.7	21.923	3	0.0001
L	30.1	17.7	27.9	27.0	27.6	27.458	3	0.0001
M	21.4	12.9	15.3	19.1	19.3	18.811	3	0.0003
C	27.9	16.4	22.6	19.1	25.2	27.245	3	0.0001
D	5.0	3.1	4.2	3.2	4.6	3.370	3	0.3381
E	4.7	1.6	4.2	4.8	4.1	9.071	3	0.0284
F	36.2	29.5	26.8	30.2	34.1	12.538	3	0.0058
G	10.1	6.7	11.6	4.8	9.4	7.594	3	0.0552
H	24.2	17.3	18.4	17.5	22.3	12.597	3	0.0056
I	12.7	12.4	12.6	11.1	12.6	0.167	3	0.9827
K	2.4	2.0	2.6	1.6	2.3	0.456	3	0.9284

## X112 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	274	360	267	820	705	2426	X	DF	P
J	37.3	37.5	36.4	30.2	30.8	32.9	11.406	4	0.0224
A	50.4	48.9	47.6	54.4	51.6	51.6	5.522	4	0.2378
L	25.2	29.7	23.2	27.7	28.9	27.6	4.810	4	0.3074
M	15.0	18.6	15.7	20.7	20.4	19.1	7.258	4	0.1229
C	23.4	26.4	23.2	26.0	25.4	25.3	1.585	4	0.8116
D	6.2	7.5	6.4	4.2	2.3	4.6	19.612	4	0.0006
E	4.7	3.1	4.9	3.8	3.8	3.9	1.907	4	0.7529
F	24.8	28.6	32.6	35.2	40.3	34.3	27.993	4	0.0001
G	9.9	10.8	12.0	10.0	7.0	9.4	8.308	4	0.0809
H	14.6	21.4	20.6	24.0	24.1	22.2	12.767	4	0.0125
I	12.4	9.4	11.2	14.0	12.8	12.5	5.256	4	0.2620
K	1.5	2.2	2.6	2.1	2.6	2.2	1.366	4	0.8501

## X112 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1135	603	247	407	102	2494	X	DF	P
J	31.0	30.5	31.6	41.2	38.1	32.9	17.524	4	0.0015
A	51.5	52.2	53.9	49.1	52.0	51.6	1.589	4	0.8107
L	27.8	28.2	26.7	25.6	31.4	27.6	1.815	4	0.7697
M	21.7	19.9	20.7	15.2	1.0	19.3	30.896	4	0.0001
C	24.5	24.1	25.5	29.7	19.6	25.1	6.867	4	0.1431
D	2.4	4.5	4.5	7.9	14.7	4.5	47.406	4	0.0001
E	3.4	4.6	5.3	3.7	5.9	4.1	3.603	4	0.4623
F	37.7	43.1	28.3	21.4	5.9	34.1	97.480	4	0.0001
G	7.9	10.1	13.0	11.1	6.9	9.4	8.973	4	0.0618
H	25.1	24.9	21.5	15.2	3.9	22.2	39.294	4	0.0001
I	13.1	13.9	12.6	11.1	5.9	12.6	6.302	4	0.1777
K	2.5	1.8	1.2	2.5	4.9	2.3	5.191	4	0.2683

X113      -- RECALL MARINE CORPS ADVERTISING

DO YOU REMEMBER SEEING, HEARING, OR RECEIVING ANY MARINE CORPS  
ADVERTISING OR PROMOTIONAL MATERIALS BEFORE YOU ENLISTED?

- J   NO - GO TO QUESTION #114
- A   YES - ON TELEVISION
- L   YES - IN MAGAZINES YOU SUBSCRIBE TO OR BUY
- M   YES - IN MAGAZINES YOU RECEIVED AT SCHOOL
- C   YES - ON THE RADIO
- D   YES - IN THE HELP WANTED SECTION OF A NEWSPAPER
- E   YES - IN OTHER PARTS OF THE NEWSPAPER
- F   YES - IN THE MAIL
- G   YES - IN A MARINE CORPS RECRUITING STATION
- H   YES - AT SCHOOL
- I   YES - FROM A FRIEND
- K   YES - BUT NONE OF THE ABOVE

SURVEY ITEMS #:   A140   B140   C140   D113      TOTAL NPS SURVEYED IS 2,539

X113 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2380	109	2489	X	DF	P
J	27.5	34.3	27.8	2.362	1	0.1243
A	55.8	53.2	55.7	0.283	1	0.5949
L	30.0	29.4	30.0	0.023	1	0.8789
M	20.3	16.5	20.2	0.946	1	0.3308
C	25.0	23.9	25.0	0.079	1	0.7792
D	3.5	2.8	3.5	0.169	1	0.6811
E	4.0	.9	3.9	2.656	1	0.1031
F	38.7	9.2	37.4	38.800	1	0.0001
G	9.5	5.5	9.3	1.964	1	0.1610
H	23.5	20.2	23.4	0.651	1	0.4196
I	15.6	16.5	15.7	0.062	1	0.8040
K	2.3	4.6	2.4	2.420	1	0.1198



## X113 BY HIGHEST EDUCATION

N=	POST	HSDG	HSST	NHSG	TOTAL	2		
	54	788	1169	478	2489	X	DF	P
J	38.9	29.0	23.6	34.8	27.8	25.863	3	0.0001
A	53.7	57.0	56.5	51.7	55.7	4.088	3	0.2522
L	27.8	31.1	30.6	27.0	30.0	2.856	3	0.4144
M	13.0	16.8	23.5	18.4	20.2	16.551	3	0.0009
C	18.5	26.3	25.6	22.2	25.0	4.129	3	0.2479
D	3.7	4.8	2.4	3.8	3.5	8.501	3	0.0367
E	1.9	4.8	3.5	3.4	3.9	3.286	3	0.3496
F	14.8	32.5	47.6	23.2	37.4	112.486	3	0.0001
G	7.4	10.9	9.1	7.5	9.3	4.499	3	0.2124
H	14.8	20.6	27.5	19.0	23.4	21.603	3	0.0001
I	9.3	14.9	16.4	15.9	15.7	2.605	3	0.4566
K	3.7	3.1	2.0	2.1	2.4	2.948	3	0.3998

## X113 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1773	450	187	62	2472	X	DF	P
J	26.1	32.4	29.2	36.1	27.7	9.593	3	0.0224
A	58.0	48.2	55.1	46.8	55.7	15.967	3	0.0012
L	32.4	20.0	29.4	32.3	29.9	26.410	3	0.0001
M	21.7	14.2	18.7	22.6	20.2	12.994	3	0.0047
C	27.6	15.3	23.5	19.4	24.9	30.350	3	0.0001
D	3.6	3.1	3.2	3.2	3.4	0.254	3	0.9685
E	4.2	2.9	2.7	6.5	3.9	3.421	3	0.3311
F	40.1	30.0	31.6	33.9	37.4	18.882	3	0.0003
G	9.7	7.6	10.7	6.5	9.3	2.988	3	0.3935
H	25.0	18.2	20.9	22.6	23.4	10.090	3	0.0178
I	15.6	15.6	15.5	16.1	15.6	0.015	3	0.9995
K	2.7	1.3	1.6	3.2	2.4	3.604	3	0.3075

## X113 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	275	359	266	817	703	2420	X	DF	P
J	32.9	30.0	28.8	26.6	25.8	27.8	6.437	4	0.1688
A	55.3	54.6	53.0	58.0	54.2	55.5	3.373	4	0.4975
L	25.8	35.4	26.7	29.7	29.9	29.8	8.644	4	0.0706
M	15.3	20.6	17.7	20.7	21.9	20.1	6.634	4	0.1566
C	21.8	27.6	21.1	25.7	25.3	24.9	5.223	4	0.2651
D	6.6	5.9	2.6	2.6	2.4	3.5	18.683	4	0.0009
E	5.5	3.6	3.8	3.2	3.4	3.6	3.186	4	0.5272
F	27.3	33.7	36.8	38.1	43.1	37.5	24.044	4	0.0001
G	12.0	10.6	14.3	8.6	6.8	9.4	16.385	4	0.0025
H	14.9	23.7	22.6	24.4	25.6	23.4	13.523	4	0.0090
I	15.6	14.2	13.5	16.7	15.2	15.4	2.105	4	0.7164
K	2.2	2.8	3.4	2.1	2.3	2.4	1.786	4	0.7751

## X113 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1130	604	245	406	103	2488	X	DF	P
J	26.3	23.7	27.9	35.6	36.9	27.8	22.553	4	0.0002
A	55.2	58.0	53.5	55.2	54.4	55.7	1.953	4	0.7443
L	30.0	29.3	28.2	30.8	35.0	30.0	1.856	4	0.7623
M	22.6	22.2	22.9	12.8	3.9	20.1	37.331	4	0.0001
C	24.9	25.3	24.5	26.4	19.4	25.0	2.190	4	0.7010
D	2.4	3.3	2.5	6.2	7.8	3.5	19.251	4	0.0007
E	3.3	4.1	5.3	3.9	4.9	3.9	2.834	4	0.5859
F	41.6	46.0	35.9	21.9	4.9	37.4	116.086	4	0.0001
G	8.8	10.4	7.4	11.8	2.9	9.3	10.472	4	0.0332
H	26.1	28.2	22.0	14.5	3.9	23.4	52.171	4	0.0001
I	16.7	17.4	13.5	13.3	8.7	15.7	8.662	4	0.0701
K	2.4	2.5	1.6	2.5	2.9	2.4	0.757	4	0.9441

X114 -- RECALL ARMY ADVERTISING

DO YOU REMEMBER SEEING, HEARING, OR RECEIVING ANY ARMY ADVERTISING OR PROMOTIONAL MATERIALS BEFORE YOU ENLISTED?

- J NO - GO TO QUESTION #117
- A YES - ON TELEVISION
- L YES - IN MAGAZINES YOU SUBSCRIBE TO OR BUY
- M YES - IN MAGAZINES YOU RECEIVED AT SCHOOL
- C YES - ON THE RADIO
- D YES - IN THE HELP WANTED SECTION OF A NEWSPAPER
- E YES - IN OTHER PARTS OF THE NEWSPAPER
- F YES - IN THE MAIL
- G YES - IN AN ARMY RECRUITING STATION
- H YES - AT SCHOOL
- I YES - FROM A FRIEND
- K YES - BUT NONE OF THE ABOVE

SURVEY ITEMS #: A141 B141 C141 D114 TOTAL NPS SURVEYED IS 2,539

X114 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2385	110	2495	X	DF	P
J	12.0	4.7	11.7	5.231	1	0.0222
A	70.1	85.5	70.7	12.035	1	0.0005
L	41.7	56.4	42.3	9.291	1	0.0023
M	31.3	36.4	31.5	1.260	1	0.2617
C	42.8	67.3	43.9	25.553	1	0.0001
D	10.9	18.2	11.3	5.513	1	0.0189
E	8.7	12.7	8.9	2.082	1	0.1491
F	47.7	40.0	47.3	2.483	1	0.1151
G	29.4	33.6	29.6	0.891	1	0.3453
H	36.7	51.8	37.3	10.349	1	0.0013
I	28.7	33.6	28.9	1.235	1	0.2664
K	2.1	2.7	2.1	0.233	1	0.6292

X114 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	53	789	1171	482	2495	X	DF	P
J	15.4	9.8	10.7	16.7	11.7	15.774	3	0.0013
A	69.8	72.8	70.5	68.3	70.7	3.045	3	0.3848
L	41.5	45.1	42.6	37.1	42.3	7.895	3	0.0482
M	28.3	28.1	35.7	27.2	31.5	18.113	3	0.0004
C	37.7	46.4	44.0	40.3	43.9	5.413	3	0.1440
D	11.3	16.4	8.2	10.4	11.3	31.816	3	0.0001
E	9.4	11.0	8.2	7.1	8.9	7.159	3	0.0670
F	34.0	45.1	55.3	33.0	47.3	75.236	3	0.0001
G	28.3	33.3	28.6	26.1	29.6	8.637	3	0.0345
H	18.9	33.8	42.7	32.0	37.3	32.223	3	0.0001
I	24.5	26.1	32.0	26.6	28.9	10.325	3	0.0160
K	1.9	2.2	2.1	1.9	2.1	0.155	3	0.9845

X114 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1779	448	189	62	2478	X	DF	P
J	11.4	13.9	9.2	13.6	11.7	3.470	3	0.3247
A	73.0	61.6	73.0	64.5	70.7	23.911	3	0.0001
L	45.7	28.8	40.7	41.9	42.2	42.114	3	0.0001
M	33.9	23.7	28.6	27.4	31.5	18.727	3	0.0003
C	47.2	30.6	46.0	38.7	43.9	40.989	3	0.0001
D	11.5	10.0	9.5	17.7	11.2	3.924	3	0.2698
E	8.9	7.8	10.1	14.5	8.9	3.369	3	0.3382
F	49.6	41.7	40.7	45.2	47.4	12.627	3	0.0055
G	31.1	22.3	33.9	22.6	29.5	16.546	3	0.0009
H	39.4	31.9	33.9	29.0	37.4	11.667	3	0.0086
I	29.9	26.3	27.5	22.6	28.9	3.685	3	0.2975
K	2.2	1.6	1.6	4.8	2.1	3.209	3	0.3605



X114 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	276	361	267	820	704	2428	X	DF	P
J	16.2	9.8	12.0	11.4	11.4	11.8	6.412	4	0.1704
A	68.8	73.1	69.3	72.0	69.0	70.6	3.300	4	0.5089
L	37.0	46.3	39.3	42.3	43.0	42.2	6.664	4	0.1547
M	25.4	29.9	27.3	32.0	35.1	31.3	11.645	4	0.0202
C	43.1	44.6	42.3	43.3	44.7	43.8	0.723	4	0.9484
D	15.6	15.5	9.4	11.0	8.5	11.3	17.958	4	0.0013
E	10.9	9.1	10.1	8.9	7.5	8.9	3.465	4	0.4832
F	40.2	42.7	44.9	47.8	52.1	47.1	15.916	4	0.0031
G	36.2	29.1	31.8	31.2	24.2	29.5	17.610	4	0.0015
H	28.6	34.4	35.2	39.2	40.6	37.2	15.259	4	0.0042
I	28.3	27.4	28.5	30.0	28.3	28.8	1.058	4	0.9008
K	1.5	1.9	3.8	2.0	2.0	2.1	4.259	4	0.3720

## X114 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1136	604	245	405	104	2494	X	DF	P
J	12.0	10.2	12.2	12.1	14.9	11.7	2.401	4	0.6624
A	71.2	70.2	68.2	70.9	74.0	70.7	1.544	4	0.8188
L	42.8	42.4	41.2	41.0	44.2	42.3	0.670	4	0.9549
M	35.9	31.8	32.2	24.9	4.8	31.5	52.794	4	0.0001
C	43.9	43.7	39.2	48.4	37.5	43.9	7.275	4	0.1221
D	8.5	10.6	13.1	16.3	21.2	11.3	29.934	4	0.0001
E	8.0	9.3	11.4	8.9	10.6	8.9	3.504	4	0.4773
F	50.2	56.1	42.5	37.8	13.5	47.3	87.459	4	0.0001
G	27.3	32.3	32.7	32.6	20.2	29.6	12.257	4	0.0155
H	41.7	41.7	35.9	26.9	6.7	37.3	75.007	4	0.0001
I	31.3	30.6	29.4	23.0	16.4	29.0	18.862	4	0.0008
K	2.2	2.2	2.5	1.2	2.9	2.1	2.007	4	0.7344

X115 -- RESPOND TO ADVERTISEMENTS

HOW DID YOU RESPOND TO THESE ADVERTISEMENTS?

- D IMPUTED: RESPONDED TO ARMY ADVERTISING
- A BY SENDING IN A CARD
- B BY CALLING A TOLL-FREE NUMBER
- C BY CONTACTING AN ARMY RECRUITER
- E NONE OF THE ABOVE

SURVEY ITEMS #: A143 B143 C143 D116 TOTAL NPS SURVEYED IS 2,539

X115 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2379	111	2490	X	DF	P
D	41.3	43.2	41.4	0.162	1	0.6876
A	22.4	16.2	22.1	2.357	1	0.1247
B	4.2	7.2	4.3	2.392	1	0.1219
C	16.4	16.2	16.4	0.004	1	0.9514
E	5.5	6.3	5.6	0.128	1	0.7205

X115 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	53	789	1168	480	2490	X	DF	P
D	39.6	41.2	42.7	38.8	41.4	2.315	3	0.5097
A	7.6	19.4	26.5	17.5	22.1	29.134	3	0.0001
B	5.7	4.3	4.1	4.6	4.3	0.435	3	0.9329
C	20.8	19.1	13.6	18.3	16.4	12.956	3	0.0047
E	5.7	5.2	6.1	4.8	5.6	1.337	3	0.7205

## X115 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1776	448	189	60	2473	X	DF	P
D	40.3	44.6	43.9	45.0	41.5	3.705	3	0.2952
A	22.4	22.8	18.0	25.0	22.2	2.341	3	0.5046
B	3.4	5.6	10.6	3.3	4.3	23.568	3	0.0001
C	15.5	17.2	22.8	15.0	16.4	6.813	3	0.0781
E	5.6	5.8	4.8	5.0	5.6	0.331	3	0.9540

## X115 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	275	359	268	821	701	2424	X	DF	P
D	42.9	41.5	41.4	42.0	39.2	41.2	1.702	4	0.7903
A	17.8	18.1	18.3	22.5	26.4	22.0	16.150	4	0.0028
B	6.6	3.9	5.2	4.3	3.6	4.4	4.875	4	0.3004
C	19.6	17.3	19.8	16.6	13.1	16.4	10.040	4	0.0398
E	6.2	7.8	4.9	5.6	4.1	5.5	6.665	4	0.1547

## X115 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1134	597	247	407	104	2489	X	DF	P
D	41.4	44.6	38.5	38.8	41.4	41.4	4.446	4	0.3490
A	25.0	26.5	18.2	14.5	5.8	22.1	43.867	4	0.0001
B	4.6	3.0	5.3	4.9	3.9	4.3	3.603	4	0.4625
C	14.2	16.1	15.4	20.6	28.9	16.4	21.291	4	0.0003
E	5.7	6.0	5.7	5.2	2.9	5.6	1.810	4	0.7706

X140 -- TYPE OF RADIO LISTEN TO

WHAT TYPE OF RADIO DO YOU LISTEN TO?

- A I DON'T REGULARLY LISTEN TO RADIO - GO TO QUESTION #122
- B FM AT HOME
- C FM/STEREO AT HOME
- D AM AT HOME
- K AM/STEREO AT HOME
- E FM IN THE CAR
- F FM/STEREO IN THE CAR
- G AM IN THE CAR
- L AM/STEREO IN THE CAR

SURVEY ITEMS #: A144 B144 C144 D117 TOTAL NPS SURVEYED IS 2,539

X140 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2392	111	2503	X	DF	P
A	4.3	1.9	4.2	1.542	1	0.2143
B	16.1	15.3	16.1	0.053	1	0.8179
C	63.0	65.8	63.1	0.348	1	0.5552
D	3.2	2.7	3.2	0.078	1	0.7798
K	2.3	2.7	2.3	0.094	1	0.7586
E	11.0	16.2	11.3	2.846	1	0.0916
F	49.8	38.7	49.3	5.184	1	0.0228
G	3.3	6.3	3.4	2.884	1	0.0894
L	2.1	9.0	2.4	21.703	1	0.0001

X140 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	53	791	1179	480	2503	X	DF	P
A	7.8	4.9	2.9	5.8	4.2	10.272	3	0.0164
B	18.9	16.1	16.1	15.8	16.1	0.327	3	0.9548
C	54.7	64.5	62.7	62.9	63.1	2.338	3	0.5052
D	3.8	3.8	2.8	2.9	3.2	1.697	3	0.6377
K	.0	2.4	2.4	2.1	2.3	1.422	3	0.7004
E	17.0	11.4	11.2	10.6	11.3	1.945	3	0.5840
F	41.5	50.7	51.6	42.3	49.3	13.764	3	0.0032
G	5.7	4.4	3.1	2.3	3.4	5.331	3	0.1491
L	.0	2.9	2.2	2.3	2.4	2.391	3	0.4952

## X140 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1782	454	189	62	2487	X	DF	P
A	4.4	2.9	5.4	5.0	4.2	2.700	3	0.4402
B	13.9	23.4	19.6	14.5	16.0	26.146	3	0.0001
C	62.5	64.1	65.6	69.4	63.2	1.999	3	0.5726
D	2.2	6.2	4.2	4.8	3.2	19.478	3	0.0002
K	1.6	3.3	6.4	3.2	2.3	20.344	3	0.0001
E	11.2	11.7	10.6	12.9	11.3	0.330	3	0.9543
F	53.5	36.6	44.4	35.5	49.3	48.769	3	0.0001
G	3.4	4.4	3.2	.0	3.5	3.531	3	0.3168
L	2.0	2.6	4.2	6.5	2.4	8.224	3	0.0416

## X140 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	278	360	268	823	708	2437	X	DF	P
A	5.2	3.7	4.6	3.8	4.6	4.3	1.462	4	0.8333
B	16.9	15.6	14.6	15.4	17.0	16.0	1.313	4	0.8591
C	64.0	63.9	67.2	63.2	60.5	63.0	4.226	4	0.3763
D	4.3	1.9	3.7	2.3	3.8	3.1	6.281	4	0.1791
K	4.3	1.4	1.5	2.3	2.0	2.2	7.664	4	0.1047
E	9.0	13.6	11.9	11.3	10.7	11.3	3.734	4	0.4432
F	44.6	48.6	46.6	52.0	49.7	49.4	5.726	4	0.2206
G	1.8	2.5	3.7	3.8	4.0	3.4	4.142	4	0.3872
L	2.5	1.9	1.5	2.9	2.3	2.4	2.288	4	0.6830

## X140 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1140	604	246	408	104	2502	X	DF	P
A	4.1	3.6	4.5	4.2	8.3	4.2	4.675	4	0.3223
B	14.6	17.2	20.3	14.5	23.1	16.1	10.364	4	0.0347
C	64.9	61.4	61.0	64.0	54.8	63.1	6.018	4	0.1978
D	2.4	3.2	4.1	3.2	9.6	3.2	17.170	4	0.0018
K	1.8	2.7	3.3	2.7	1.9	2.3	3.205	4	0.5241
E	10.5	10.8	14.6	11.5	13.5	11.3	4.095	4	0.3933
F	49.9	49.2	50.4	47.3	48.1	49.3	1.008	4	0.9086
G	3.0	3.2	2.9	4.7	6.7	3.4	6.352	4	0.1744
L	1.8	2.5	3.7	2.5	4.8	2.4	5.779	4	0.2163

T221 -- TIMES REGULARLY LISTEN TO WEEKDAY RADIO

WHEN DO YOU REGULARLY LISTEN TO THE RADIO DURING THE WEEK-MONDAYS THROUGH FRIDAYS?

- A MORNING - 6 AM TO 10 AM
- B DAYTIME - 10 AM TO 3 PM
- C LATE AFTERNOON - 3 PM TO 7 PM
- D EVENINGS - 7 PM TO MIDNIGHT
- E OVERNIGHT - MIDNIGHT TO 6 AM
- F I DON'T REGULARLY LISTEN TO THE RADIO DURING THE WEEK
- G IMPUTED: DON'T REGULARLY LISTEN TO RADIO, VALID SKIP

SURVEY ITEMS #: A145 B145 C145 D118 TOTAL NPS SURVEYED IS 2,539

T221 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2364	110	2474	X	DF	P
A	36.3	39.1	36.4	0.366	1	0.5452
B	29.9	31.8	30.0	0.183	1	0.6689
C	46.3	55.5	46.7	3.523	1	0.0605
D	61.6	66.4	61.8	1.032	1	0.3097
E	21.5	33.6	22.0	9.030	1	0.0027
F	5.7	5.5	5.7	0.007	1	0.9315
G	4.3	1.8	4.2	1.587	1	0.2078

T221 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	52	787	1165	470	2474	X	DF	P
A	38.5	37.4	37.6	31.5	36.4	6.024	3	0.1104
B	34.6	32.3	29.7	26.4	30.0	5.445	3	0.1420
C	40.4	43.6	49.1	46.8	46.7	6.599	3	0.0858
D	42.3	58.3	66.2	58.7	61.8	23.742	3	0.0001
E	15.4	21.6	22.2	23.0	22.0	1.695	3	0.6380
F	7.8	7.4	4.1	6.4	5.7	10.416	3	0.0153
G	7.7	4.8	2.9	5.7	4.2	9.966	3	0.0189

T221 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1762	447	186	63	2458	X	DF	P
A	37.7	30.4	39.8	36.5	36.5	9.051	3	0.0286
B	30.4	28.4	29.0	30.2	29.9	0.766	3	0.8576
C	48.0	40.5	47.3	52.4	46.7	8.987	3	0.0295
D	62.3	63.3	53.8	58.7	61.8	5.966	3	0.1133
E	20.0	30.4	22.6	20.6	22.1	22.717	3	0.0001
F	6.0	5.0	4.4	8.1	5.7	1.887	3	0.5961
G	4.4	2.9	5.4	4.8	4.2	2.675	3	0.4445

T221 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	276	353	265	815	701	2410	X	DF	P
A	35.1	38.8	38.9	35.7	36.2	36.6	1.904	4	0.7534
B	30.8	32.6	30.2	31.9	27.0	30.3	5.593	4	0.2317
C	47.1	53.0	49.4	46.6	42.1	46.6	12.396	4	0.0146
D	60.1	60.9	58.9	62.0	63.2	61.6	1.955	4	0.7441
E	23.6	23.2	23.4	23.1	19.0	22.0	5.285	4	0.2593
F	3.7	7.2	5.3	5.3	6.3	5.7	4.310	4	0.3657
G	5.1	3.7	4.5	3.8	4.6	4.2	1.362	4	0.8508

T221 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1127	596	243	404	103	2473	X	DF	P
A	36.9	35.2	36.2	35.2	41.8	36.4	2.025	4	0.7311
B	27.2	32.1	33.3	33.4	26.2	30.0	9.515	4	0.0494
C	49.4	45.8	44.9	42.6	43.7	46.7	7.016	4	0.1350
D	63.5	67.1	61.3	55.2	38.8	61.8	39.049	4	0.0001
E	21.9	21.5	25.9	22.5	14.6	22.0	5.667	4	0.2254
F	4.4	5.9	5.8	7.5	11.8	5.7	13.119	4	0.0107
G	4.1	3.5	4.5	4.2	7.8	4.2	4.064	4	0.3975



T222 -- TIMES REGULARLY LISTEN TO WEEKEND RADIO

WHEN DO YOU REGULARLY LISTEN TO THE RADIO DURING THE WEEKEND-SATURDAYS AND SUNDAYS?

- A MORNINGS - 6 AM TO 10 AM
- B DAYTIME - 10 AM TO 3 PM
- C LATE AFTERNOON - 3 PM TO 7 PM
- D EVENINGS - 7 PM TO MIDNIGHT
- E OVERNIGHT - MIDNIGHT TO 6 AM
- F I DON'T REGULARLY LISTEN TO THE RADIO DURING THE WEEKEND
- G IMPUTED: DON'T REGULARLY LISTEN TO RADIO, VALID SKIP

SURVEY ITEMS #: A146 B146 C146 D119 TOTAL NPS SURVEYED IS 2,539

T222 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2376	110	2486	X	DF	P
A	25.5	35.5	26.0	5.417	1	0.0199
B	41.8	50.9	42.2	3.582	1	0.0584
C	45.5	60.0	46.1	8.899	1	0.0029
D	61.5	60.9	61.5	0.015	1	0.9026
E	27.4	35.5	27.7	3.441	1	0.0636
F	8.7	6.4	8.6	0.717	1	0.3972
G	4.3	1.8	4.1	1.567	1	0.2107

T222 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	53	793	1167	473	2486	X	DF	P
A	18.9	24.3	27.6	25.4	26.0	4.177	3	0.2430
B	35.9	42.8	43.5	38.7	42.2	4.212	3	0.2395
C	34.0	46.0	46.4	47.2	46.1	3.382	3	0.3364
D	34.0	58.4	66.1	58.4	61.5	32.470	3	0.0001
E	20.8	24.8	29.3	29.4	27.7	6.682	3	0.0827
F	26.4	11.1	6.3	8.0	8.6	36.192	3	0.0001
G	7.6	4.8	2.9	5.7	4.1	9.747	3	0.0208

## T222 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1772	449	186	63	2470	X	DF	P
A	26.0	24.9	25.8	30.2	25.9	0.822	3	0.8442
B	44.1	32.1	45.7	49.2	42.2	23.644	3	0.0001
C	47.6	42.5	40.9	46.0	46.2	6.012	3	0.1110
D	63.3	58.8	53.2	54.0	61.5	10.589	3	0.0142
E	27.3	31.2	24.2	28.6	27.8	3.987	3	0.2628
F	8.6	9.0	6.5	11.1	8.6	1.613	3	0.6565
G	4.4	2.9	5.4	4.8	4.2	2.695	3	0.4412

## T222 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	275	356	265	821	704	2421	X	DF	P
A	23.3	25.6	28.7	26.4	25.7	26.0	2.198	4	0.6994
B	42.6	41.9	44.5	42.5	41.2	42.3	0.941	4	0.9186
C	47.6	50.0	45.3	46.7	43.3	46.1	4.793	4	0.3092
D	58.6	60.4	56.6	61.4	64.6	61.3	6.762	4	0.1490
E	29.5	28.4	27.9	29.4	25.6	28.0	3.127	4	0.5368
F	10.6	11.3	10.7	6.6	7.8	8.6	10.901	4	0.0277
G	5.1	3.7	4.5	3.8	4.6	4.2	1.450	4	0.8355

## T222 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1131	596	247	408	103	2485	X	DF	P
A	27.5	24.8	23.9	24.8	24.3	25.9	2.800	4	0.5919
B	41.7	43.6	42.9	42.7	35.0	42.2	2.900	4	0.5746
C	47.5	44.8	49.0	46.1	32.0	46.1	10.297	4	0.0357
D	65.3	63.3	66.0	51.7	35.9	61.5	54.851	4	0.0001
E	29.4	27.9	28.3	26.2	11.7	27.7	15.468	4	0.0038
F	6.0	8.1	7.8	12.4	26.5	8.6	58.637	4	0.0001
G	4.1	3.5	4.5	4.2	7.8	4.1	4.057	4	0.3983

T691 -- AVERAGE NUMBER HRS/WK LISTENING TO RADIO

WHAT IS THE AVERAGE NUMBER OF HOURS PER WEEK THAT YOU  
SPEND LISTENING TO RADIO?

- 1 2 HOURS OR LESS PER WEEK
- 2 3 TO 5 HOURS PER WEEK
- 3 6 TO 10 HOURS PER WEEK
- 4 11 TO 15 HOURS PER WEEK
- 5 16 TO 20 HOURS PER WEEK
- 6 MORE THAN 20 HOURS PER WEEK
- 8 I DON'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A147 B147 C147 D120 TOTAL NPS SURVEYED IS 2,539

T691 BY GENDER

	MALE	FEMALE	TOTAL
N=	2369	110	2479
1	7.0	3.6	6.9
2	14.0	11.8	13.9
3	19.9	18.2	19.9
4	13.9	17.3	14.0
5	11.8	17.3	12.0
6	29.1	30.0	29.2
8	4.3	1.8	4.2
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	7.306	6	0.2935

T691 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	53	788	1166	472	2479
1	20.8	8.4	5.4	6.4	6.9
2	22.6	15.7	12.1	14.4	13.9
3	13.2	21.1	20.3	17.4	19.9
4	7.6	13.5	15.3	12.7	14.0
5	7.6	11.9	12.6	11.2	12.0
6	20.8	24.6	31.4	32.2	29.2
8	7.6	4.8	2.9	5.7	4.2
TOTAL	100.2	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	57.184	18	0.0001

T691 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1772	444	185	63	2464
1	6.3	7.9	8.1	9.5	6.8
2	13.7	13.7	15.7	17.5	14.0
3	19.4	21.6	21.6	15.9	19.9
4	14.1	13.3	14.6	15.9	14.0
5	12.4	11.3	9.2	14.3	12.0
6	29.7	29.3	25.4	22.2	29.1
8	4.4	2.9	5.4	4.8	4.2
TOTAL	100.0	100.0	100.0	100.1	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 12.221 18 0.8356

T691 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	275	352	265	819	703	2414
1	6.9	7.4	7.2	6.8	6.4	6.8
2	15.6	11.1	12.5	14.5	13.8	13.7
3	17.8	23.3	17.0	19.1	20.5	19.7
4	13.5	13.1	18.5	14.2	13.5	14.2
5	10.2	11.1	14.0	12.3	12.0	12.0
6	30.9	30.4	26.4	29.3	29.3	29.3
8	5.1	3.7	4.5	3.8	4.6	4.2
TOTAL	100.0	100.1	100.1	100.0	100.1	99.9

STATISTIC VALUE D.F. PROB.  
CHISQUARE 16.319 24 0.8762

T691 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1130	597	246	403	102	2478
1	5.0	7.0	6.1	9.7	17.7	6.9
2	12.1	14.6	11.8	18.1	18.6	13.9
3	19.4	18.8	22.8	20.8	20.6	19.9
4	15.0	12.1	17.1	14.4	6.9	14.0
5	13.5	12.6	7.3	11.9	4.9	12.0
6	31.1	31.5	30.5	20.8	23.5	29.1
8	4.1	3.5	4.5	4.2	7.8	4.2
TOTAL	100.2	100.1	100.1	99.9	100.0	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 76.224 24 0.0001

T276 -- TIME ZONE LIVING AT CONTRACTING

WHAT TIME ZONE DID YOU LIVE IN WHEN YOU SIGNED YOUR CONTRACT?

- 1 EASTERN
- 2 CENTRAL
- 3 MOUNTAIN
- 4 PACIFIC
- 5 OTHER TIME ZONE (E.G., ALASKA)
- 8 I DON'T KNOW

SURVEY ITEMS #: A149 B149 C149 D122 TOTAL NPS SURVEYED IS 2,539

T276 BY GENDER

	MALE	FEMALE	TOTAL
N=	2372	108	2480
1	33.4	34.3	33.4
2	42.0	38.0	41.8
3	6.6	5.6	6.6
4	7.8	5.6	7.7
5	.6	.0	.5
8	9.7	16.7	10.0
TOTAL	100.1	100.2	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	6.983	5	0.2219

T276 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	54	782	1171	473	2480
1	37.0	33.6	34.2	30.9	33.4
2	37.0	40.9	43.1	40.4	41.8
3	9.3	6.1	7.1	5.7	6.6
4	9.3	8.1	6.3	10.6	7.7
5	.0	.9	.2	.9	.5
8	7.4	10.4	9.1	11.6	10.0
TOTAL	100.0	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	21.185	15	0.1310

T276 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1771	448	183	62	2464
1	34.0	38.6	23.0	11.3	33.4
2	43.5	41.1	28.4	38.7	41.8
3	6.6	1.6	18.0	9.7	6.6
4	6.7	5.4	16.9	27.4	7.8
5	.5	.2	.0	3.2	.5
8	8.6	13.2	13.7	9.7	9.9
TOTAL	99.9	100.1	100.0	100.0	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 160.454 15 0.0001

T276 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	277	357	264	820	704	2422
1	33.6	31.1	45.8	32.7	31.7	33.7
2	32.1	40.9	29.9	45.2	45.2	41.4
3	8.7	6.4	3.4	5.9	7.5	6.5
4	12.6	10.9	14.0	6.0	4.3	7.8
5	1.4	1.1	.0	.4	.3	.5
8	11.6	9.5	6.8	9.9	11.1	10.0
TOTAL	100.0	99.9	99.9	100.1	100.1	99.9

STATISTIC VALUE D.F. PROB.  
CHISQUARE 94.303 20 0.0001

T276 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1126	601	245	404	103	2479
1	31.4	34.1	40.0	33.9	34.0	33.4
2	45.7	40.4	33.1	40.4	33.0	41.8
3	7.0	5.3	4.9	6.2	14.6	6.6
4	6.0	8.8	10.2	10.2	5.8	7.8
5	.5	.3	.8	.5	1.0	.5
8	9.4	11.0	11.0	8.9	11.7	10.0
TOTAL	100.0	99.9	100.0	100.1	100.1	100.1

STATISTIC VALUE D.F. PROB.  
CHISQUARE 42.567 20 0.0023

X690 -- AVERAGE NUMBER HRS/WK WATCHED TV

WHAT IS THE AVERAGE NUMBER OF HOURS PER WEEK THAT YOU  
SPEND WATCHING TELEVISION?

- 1 2 HOURS OR LESS PER WEEK
- 2 3 TO 5 HOURS PER WEEK
- 3 6 TO 10 HOURS PER WEEK
- 4 11 TO 15 HOURS PER WEEK
- 5 16 TO 20 HOURS PER WEEK
- 6 MORE THAN 20 HOURS PER WEEK
- 7 I DON'T WATCH ANY TELEVISION - GO TO Q #129

SURVEY ITEMS #: A150 B150 C150 D123 TOTAL NPS SURVEYED IS 2,539

X690 BY GENDER

	MALE	FEMALE	TOTAL
N=	2355	111	2466
1	8.0	12.6	8.2
2	20.8	23.4	20.9
3	29.0	27.0	28.9
4	14.6	11.7	14.5
5	10.8	7.2	10.7
6	13.7	17.1	13.8
7	3.1	.9	3.0
TOTAL	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	7.691	6	0.2616

X690 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	54	781	1162	469	2466
1	7.4	9.6	7.1	9.0	8.2
2	25.9	21.1	21.9	17.7	20.9
3	22.2	30.0	28.8	28.1	28.9
4	13.0	14.1	15.2	13.7	14.5
5	14.8	12.2	9.4	10.9	10.7
6	9.3	10.1	15.4	16.6	13.8
7	7.4	2.9	2.3	4.1	3.0
TOTAL	100.0	100.0	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	34.313	18	0.0115

## X690 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1765	437	186	62	2450
1	8.7	6.2	7.0	9.7	8.1
2	20.5	21.3	23.7	21.0	20.9
3	29.4	27.7	29.6	25.8	29.0
4	15.1	12.8	14.0	11.3	14.5
5	10.7	10.5	8.6	16.1	10.7
6	12.9	19.2	10.8	12.9	13.8
7	2.8	2.3	6.5	3.2	3.0
TOTAL	100.1	100.0	100.2	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	28.987	18	0.0485

## X690 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	277	354	266	811	700	2408
1	7.9	7.6	8.7	6.3	10.7	8.2
2	20.9	20.9	22.6	21.3	20.3	21.1
3	27.1	28.5	28.6	30.6	27.9	28.9
4	16.3	12.4	11.7	14.3	16.1	14.5
5	7.2	13.6	10.9	10.6	10.1	10.6
6	17.0	14.4	12.4	14.6	12.0	13.8
7	3.6	2.5	5.3	2.3	2.9	3.0
TOTAL	100.0	99.9	100.2	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	32.479	24	0.1156

## X690 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1127	589	244	403	102	2465
1	8.3	7.0	7.0	10.9	6.9	8.2
2	20.1	22.1	21.3	20.8	22.6	20.9
3	27.9	29.4	34.0	28.0	29.4	28.9
4	15.0	15.5	13.1	11.9	16.7	14.5
5	9.9	9.9	11.1	13.4	11.8	10.7
6	16.2	12.9	10.7	11.4	10.8	13.8
7	2.7	3.4	2.9	3.5	2.0	3.0
TOTAL	100.1	100.2	100.1	99.9	100.2	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	26.436	24	0.3314



X232 -- TIMES REGULARLY WATCH WEEKDAY TV

WHEN DO YOU REGULARLY WATCH TV DURING THE WEEK-MONDAYS THROUGH FRIDAYS?

- A MORNINGS - 6 AM TO 9 AM
- B DAYTIME - 9 AM TO 4 PM
- C LATE AFTERNOON - 4 PM TO 8 PM
- D PRIME TIME - 8 PM TO 11 PM
- E LATE NIGHT - 11 PM TO 1 AM
- F OVERNIGHT - 1 AM TO 6 AM
- G I DON'T REGULARLY WATCH TV DURING THE WEEK
- H IMPUTED: DON'T WATCH ANY TV

SURVEY ITEMS #: A151 B151 C151 D124 TOTAL NPS SURVEYED IS 2,539

X232 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2365	111	2476	X	DF	P
A	9.7	8.1	9.7	0.318	1	0.5729
B	15.6	41.4	16.8	50.474	1	0.0001
C	35.1	38.7	35.3	0.602	1	0.4378
D	59.3	51.4	59.0	2.785	1	0.0952
E	28.9	24.3	28.7	1.095	1	0.2954
F	5.9	2.7	5.7	1.977	1	0.1598
G	6.5	6.5	6.5	0.001	1	0.9730
H	3.0	.9	3.0	1.702	1	0.1920

X232 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	53	780	1174	469	2476	X	DF	P
A	11.3	8.7	9.5	11.5	9.7	2.866	3	0.4127
B	15.1	19.1	16.0	15.1	16.8	4.514	3	0.2110
C	26.4	31.2	37.6	37.5	35.3	11.356	3	0.0100
D	73.6	56.4	60.3	58.2	59.0	7.770	3	0.0510
E	15.1	31.5	29.0	25.0	28.7	11.129	3	0.0110
F	3.8	6.0	5.8	5.3	5.7	0.648	3	0.8853
G	5.8	7.8	5.5	6.9	6.5	4.135	3	0.2473
H	7.6	3.0	2.3	4.1	3.0	7.636	3	0.0542

## X232 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1767	445	185	63	2460	X	DF	P
A	8.9	13.3	7.6	12.7	9.7	9.400	3	0.0244
B	15.3	23.6	14.1	17.5	16.8	18.436	3	0.0004
C	34.9	36.4	35.7	41.3	35.4	1.331	3	0.7218
D	62.0	48.5	54.1	58.7	58.9	28.661	3	0.0001
E	28.4	34.4	20.0	25.4	28.8	14.241	3	0.0026
F	5.2	7.9	5.4	7.9	5.8	5.212	3	0.1569
G	6.8	5.9	3.8	9.5	6.5	3.751	3	0.2896
H	2.8	2.3	6.5	3.2	3.0	8.999	3	0.0293

## X232 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	277	359	266	819	701	2422	X	DF	P
A	13.4	12.3	9.4	7.3	9.6	9.6	12.295	4	0.0153
B	19.1	18.7	17.7	18.8	12.1	16.8	15.449	4	0.0039
C	34.3	34.8	32.3	37.5	34.0	35.1	3.434	4	0.4880
D	55.6	57.9	55.3	59.8	61.3	59.0	4.851	4	0.3030
E	30.7	35.7	32.0	28.6	23.7	28.8	18.970	4	0.0008
F	9.0	7.8	4.1	6.1	3.6	5.7	15.931	4	0.0031
G	3.6	5.9	6.0	6.1	8.5	6.5	8.692	4	0.0693
H	3.6	2.5	5.3	2.3	2.9	3.0	6.743	4	0.1501

## X232 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1127	598	245	403	102	2475	X	DF	P
A	9.7	9.7	7.4	10.7	10.8	9.7	2.123	4	0.7132
B	15.5	17.4	19.6	18.9	12.8	16.8	5.240	4	0.2635
C	40.6	32.3	31.4	28.0	32.4	35.3	27.754	4	0.0001
D	59.7	58.7	54.3	59.8	60.8	59.0	2.754	4	0.5999
E	27.0	30.3	31.8	31.0	21.6	28.7	7.131	4	0.1291
F	6.2	4.5	6.5	5.7	5.9	5.7	2.410	4	0.6609
G	6.0	6.6	5.8	7.8	7.9	6.5	2.077	4	0.7216
H	2.7	3.3	2.9	3.5	2.0	3.0	1.394	4	0.8452

X233 -- TIMES REGULARLY WATCH WEEKEND TV

WHEN DO YOU REGULARLY WATCH TV DURING THE WEEKEND-SATURDAYS AND SUNDAYS?

- A MORNINGS - 6 AM TO 9 AM
- B DAYTIME - 9 AM TO 4 PM
- C LATE AFTERNOON - 4 PM TO 8 PM
- D PRIME TIME - 8 PM TO 11 PM
- E LATE NIGHT - 11 PM TO 1 AM
- F OVERNIGHT - 1 AM TO 6 AM
- G I DON'T REGULARLY WATCH TV DURING THE WEEKEND
- H IMPUTED: DON'T WATCH ANY TV

SURVEY ITEMS #: A152 B152 C152 D125 TOTAL NPS SURVEYED IS 2,539

X233 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2362	111	2473	X	DF	P
A	18.2	15.3	18.0	0.581	1	0.4458
B	31.4	23.4	31.1	3.162	1	0.0754
C	25.5	30.6	25.7	1.468	1	0.2256
D	39.5	46.0	39.8	1.863	1	0.1722
E	33.9	28.8	33.6	1.207	1	0.2720
F	10.6	6.3	10.4	2.084	1	0.1489
G	14.6	20.6	14.9	2.870	1	0.0902
H	3.1	.9	3.0	1.706	1	0.1914

X233 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	53	778	1173	469	2473	X	DF	P
A	17.0	15.6	17.7	23.0	18.0	11.264	3	0.0104
B	28.3	30.0	31.3	32.6	31.1	1.200	3	0.7529
C	30.2	26.1	25.2	25.8	25.7	0.757	3	0.8598
D	52.8	40.4	39.3	38.4	39.8	4.374	3	0.2238
E	32.1	33.9	33.4	33.9	33.6	0.128	3	0.9882
F	3.8	10.8	10.3	10.7	10.4	2.674	3	0.4447
G	3.9	15.1	15.6	14.0	14.9	5.805	3	0.1215
H	7.6	3.0	2.3	4.1	3.0	7.616	3	0.0547

## X233 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1765	444	185	63	2457	X	DF	P
A	15.4	24.8	24.9	25.4	18.1	29.965	3	0.0001
B	29.6	37.4	30.3	31.8	31.1	10.031	3	0.0183
C	25.7	25.9	24.3	28.6	25.7	0.466	3	0.9264
D	40.5	36.3	37.8	50.8	39.8	6.111	3	0.1063
E	33.5	37.8	23.2	41.3	33.7	14.109	3	0.0028
F	10.1	12.6	8.1	9.5	10.4	3.621	3	0.3054
G	15.9	11.4	14.1	7.9	14.8	8.300	3	0.0402
H	2.8	2.3	6.5	3.2	3.0	8.968	3	0.0297

## X233 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	277	356	266	819	701	2419	X	DF	P
A	19.9	18.0	19.9	17.5	17.7	18.2	1.476	4	0.8308
B	35.4	32.6	26.7	31.0	29.8	30.9	5.671	4	0.2251
C	26.0	28.7	21.8	26.7	23.7	25.5	5.692	4	0.2233
D	42.2	39.9	38.4	39.7	39.1	39.7	1.065	4	0.8999
E	38.3	32.3	38.0	35.9	28.7	33.8	14.743	4	0.0053
F	12.3	11.0	10.5	12.3	7.0	10.4	13.220	4	0.0102
G	12.4	15.8	14.5	13.5	17.4	15.0	6.318	4	0.1766
H	3.6	2.5	5.3	2.3	2.9	3.0	6.709	4	0.1521

## X233 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1128	595	245	402	102	2472	X	DF	P
A	20.2	14.1	17.6	17.2	21.6	18.0	10.899	4	0.0277
B	32.8	29.6	29.0	32.3	20.6	31.1	8.231	4	0.0835
C	25.3	25.6	24.5	26.4	32.4	25.7	2.762	4	0.5984
D	39.6	39.3	33.9	41.8	50.0	39.8	8.752	4	0.0676
E	35.1	29.8	38.0	35.1	23.5	33.6	12.217	4	0.0158
F	12.1	8.2	12.7	8.5	6.9	10.4	10.650	4	0.0308
G	14.9	16.8	13.2	13.5	12.9	14.9	3.038	4	0.5515
H	2.7	3.4	2.9	3.5	2.0	3.0	1.437	4	0.8378

T692      -- AVERAGE DAYS/WK READING A NEWSPAPER

HOW MANY DAYS PER WEEK ON THE AVERAGE DO YOU READ A  
NEWSPAPER?

- 1    1 DON'T READ NEWSPAPERS
- 2    7 DAYS PER WEEK
- 3    6 DAYS PER WEEK
- 4    5 DAYS PER WEEK
- 5    4 DAYS PER WEEK
- 6    3 DAYS PER WEEK
- 7    2 DAYS PER WEEK
- 8    1 DAY PER WEEK (EXCLUDING SUNDAY)
- 9    SUNDAY ONLY

SURVEY ITEMS #:    A156    B156    C156    D129      TOTAL NPS SURVEYED IS 2,539

T692 BY GENDER

	MALE	FEMALE	TOTAL
N=	2355	110	2465
1	16.4	7.3	16.0
2	18.4	12.7	18.1
3	6.3	6.4	6.3
4	10.1	4.6	9.9
5	8.1	10.0	8.2
6	12.3	21.8	12.7
7	12.8	12.7	12.8
8	8.6	11.8	8.7
9	7.1	12.7	7.3
TOTAL	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	24.492	8	0.0019

T692 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	54	773	1169	469	2465
1	5.6	12.8	16.4	21.5	16.0
2	46.3	19.4	16.8	16.2	18.1
3	11.1	7.4	5.5	6.0	6.3
4	9.3	9.6	10.4	9.0	9.9
5	5.6	9.6	8.0	6.6	8.2
6	9.3	13.8	13.2	10.0	12.7
7	9.3	12.6	13.2	12.6	12.8
8	1.9	7.9	9.1	10.0	8.7
9	1.9	7.0	7.5	8.1	7.3
TOTAL	100.3	100.1	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	65.813	24	0.0001

T692 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1764	442	183	61	2450
1	17.1	10.6	18.6	18.0	16.0
2	17.8	18.6	20.8	16.4	18.1
3	6.6	5.0	6.0	9.8	6.3
4	10.2	8.1	13.1	4.9	9.9
5	7.3	12.2	8.7	3.3	8.2
6	12.5	15.8	9.3	9.8	12.8
7	12.2	14.7	9.8	16.4	12.6
8	8.6	8.8	9.3	9.8	8.7
9	7.8	6.1	4.4	11.5	7.4
TOTAL	100.1	99.9	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	45.291	24	0.0054



T692 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	279	357	267	824	704	2431
1	13.3	12.6	14.2	16.8	18.6	16.0
2	26.9	23.0	19.1	18.2	12.1	18.2
3	5.7	5.3	8.2	7.5	5.1	6.4
4	9.3	9.8	9.4	10.0	10.4	9.9
5	9.7	8.1	10.1	7.5	7.7	8.2
6	12.5	15.7	10.5	13.4	10.9	12.6
7	10.4	12.9	10.9	12.5	14.2	12.6
8	5.4	6.7	8.6	7.9	12.1	8.7
9	6.8	5.9	9.0	6.3	9.0	7.4
TOTAL	100.0	100.0	100.0	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	76.455	32	0.0001

T692 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1130	591	240	402	101	2464
1	18.0	15.9	16.7	12.7	6.9	16.0
2	15.0	17.9	18.8	23.1	32.7	18.1
3	6.5	5.6	4.6	7.5	7.9	6.3
4	9.9	9.3	11.3	10.5	6.9	9.9
5	7.6	6.9	8.8	10.5	10.9	8.2
6	12.2	12.2	14.2	14.2	10.9	12.7
7	12.8	13.9	11.3	12.7	9.9	12.8
8	10.0	9.5	9.2	3.7	8.9	8.7
9	8.0	8.8	5.4	5.2	5.0	7.4
TOTAL	100.0	100.0	100.3	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	67.904	32	0.0002

X693 -- AVERAGE HOURS/WK READING MAGAZINES

HOW MANY HOURS PER WEEK ON THE AVERAGE DO YOU SPEND  
READING MAGAZINES?

- 1 2 HOURS OR LESS PER WEEK
- 2 3 TO 5 HOURS PER WEEK
- 3 6 TO 8 HOURS PER WEEK
- 4 9 TO 12 HOURS PER WEEK
- 5 13 TO 15 HOURS PER WEEK
- 6 MORE THAN 15 HOURS PER WEEK
- 7 I DON'T READ MAGAZINES - GO TO QUESTION #132

SURVEY ITEMS #: A157 B157 C157 D130 TOTAL NPS SURVEYED IS 2,539

X693 BY GENDER

	MALE	FEMALE	TOTAL
N=	2141	108	2249
1	49.0	63.0	49.7
2	24.8	21.3	24.6
3	7.5	7.4	7.5
4	2.7	2.8	2.7
5	1.2	.0	1.2
6	.9	.0	.9
7	13.9	5.6	13.5
TOTAL	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	12.140	6	0.0589

X693 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	49	717	1068	415	2249
1	46.9	49.7	52.4	42.9	49.7
2	34.7	27.5	21.9	25.3	24.6
3	8.2	7.5	7.6	7.2	7.5
4	6.1	2.8	2.3	3.1	2.7
5	.0	1.1	.9	1.9	1.2
6	.0	1.0	.8	1.2	.9
7	4.1	10.5	14.0	18.3	13.5
TOTAL	100.0	100.1	99.9	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	36.105	18	0.0068

X693 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1620	395	167	54	2236
1	49.9	48.6	46.1	59.3	49.6
2	24.8	25.3	23.4	22.2	24.7
3	7.2	7.9	10.2	5.6	7.5
4	2.5	3.3	3.6	1.9	2.7
5	.9	1.3	2.4	1.9	1.1
6	.7	1.5	1.2	.0	.9
7	14.0	12.2	13.2	9.3	13.5
TOTAL	100.0	100.1	100.1	100.2	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 13.031 18 0.7897

X693 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	247	329	241	746	656	2219
1	47.0	48.3	47.7	48.5	53.4	49.7
2	25.9	28.6	26.1	24.9	21.3	24.7
3	7.7	9.4	8.7	7.5	6.1	7.5
4	4.1	2.7	2.1	3.1	2.0	2.7
5	2.0	1.5	1.7	1.1	.6	1.2
6	1.6	1.2	1.2	.5	.5	.8
7	11.7	8.2	12.5	14.3	16.2	13.5
TOTAL	100.0	99.9	100.0	99.9	100.1	100.1

STATISTIC VALUE D.F. PROB.  
CHISQUARE 36.057 24 0.0542

X693 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1035	525	224	366	98	2248
1	48.4	56.8	47.3	47.0	40.8	49.7
2	23.5	21.9	26.8	27.1	35.7	24.6
3	7.4	6.3	4.0	10.9	10.2	7.5
4	2.8	2.9	1.3	3.6	1.0	2.7
5	1.2	.8	2.7	.8	1.0	1.2
6	1.0	.2	.5	2.2	.0	.9
7	15.8	11.2	17.4	8.5	11.2	13.5
TOTAL	100.1	100.1	100.0	100.1	99.9	100.1

STATISTIC VALUE D.F. PROB.  
CHISQUARE 63.709 24 0.0001

T225 -- LISTEN TO RADIO PRGM:KING BISCUIT HOUR

DO YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

KING BISCUIT HOUR

- 1 REGULARLY TUNE IN THE RADIO TO HEAR IT
- 2 SOMETIMES HEAR IT-I LISTEN IF IT HAPPENS TO BE ON WHEN I TURN ON THE RADIO
- 3 HAVE LISTENED TO IT ONCE OR TWICE
- 4 HAVE NEVER LISTENED TO IT
- 8 I DON'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 2,539

T225 BY GENDER

	MALE	FEMALE	TOTAL
N=	2092	105	2197
1	2.7	1.9	2.6
2	9.0	2.9	8.7
3	7.2	6.7	7.2
4	76.2	86.7	76.7
8	4.8	1.9	4.7
TOTAL	99.9	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	7.872	4	0.0964

T225 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	49	715	1025	408	2197
1	.0	2.7	2.2	3.9	2.6
2	2.0	10.2	7.1	11.0	8.7
3	14.3	9.1	5.5	7.4	7.2
4	75.5	72.7	81.9	71.1	76.7
8	8.2	5.3	3.3	6.6	4.7
TOTAL	100.0	100.0	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	41.448	12	0.0001

T225 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1584	390	154	56	2184
1	3.1	.5	3.3	3.6	2.7
2	10.5	1.3	8.4	10.7	8.7
3	8.8	1.8	5.2	3.6	7.1
4	72.8	93.1	76.6	76.8	76.8
8	4.9	3.3	6.5	5.4	4.7
TOTAL	100.1	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	81.823	12	0.0001

T225 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	248	320	234	734	610	2146
1	3.2	2.2	3.0	3.3	2.0	2.7
2	7.7	11.9	9.0	9.8	6.2	8.8
3	6.5	6.6	7.3	6.7	8.9	7.3
4	77.0	75.3	75.6	76.0	77.7	76.5
8	5.7	4.1	5.1	4.2	5.3	4.8
TOTAL	100.1	100.1	100.0	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	16.672	16	0.4072

T225 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1002	522	216	363	93	2196
1	3.1	1.9	2.3	2.2	4.3	2.6
2	7.1	9.2	8.8	13.8	4.3	8.7
3	6.0	5.2	8.3	11.6	11.8	7.2
4	79.2	79.7	75.5	67.8	71.0	76.7
8	4.6	4.0	5.1	4.7	8.6	4.7
TOTAL	100.0	100.0	100.0	100.1	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	46.127	16	0.0001

T673 -- LISTEN TO RADIO PRGM:ROCK/QUIZ/STAR QUIZ

DO YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

ROCK QUIZ/STAR QUIZ

- 1 REGULARLY TUNE IN THE RADIO TO HEAR IT
- 2 SOMETIMES HEAR IT-I LISTEN IF IT HAPPENS TO BE ON WHEN I TURN ON THE RADIO
- 3 HAVE LISTENED TO IT ONCE OR TWICE
- 4 HAVE NEVER LISTENED TO IT
- 8 I DON'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 2,539

T673 BY GENDER

	MALE	FEMALE	TOTAL
N=	2051	104	2155
1	2.4	1.9	2.4
2	9.8	15.4	10.1
3	8.9	9.6	9.0
4	73.9	71.2	73.8
8	4.9	1.9	4.8
TOTAL	99.9	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	5.195	4	0.2679

T673 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	49	699	1008	399	2155
1	4.1	2.3	2.4	2.5	2.4
2	4.1	9.6	10.3	11.0	10.1
3	12.2	9.3	7.9	10.5	9.0
4	71.4	73.4	76.0	69.2	73.8
8	8.2	5.4	3.4	6.8	4.8
TOTAL	100.0	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	17.055	12	0.1475

T673 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1545	386	155	56	2142
1	2.6	1.6	1.9	5.4	2.4
2	10.4	8.8	7.1	16.1	10.0
3	9.5	7.8	5.2	10.7	8.9
4	72.5	78.5	79.4	62.5	73.8
8	5.0	3.4	6.5	5.4	4.8
TOTAL	100.0	100.1	100.1	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	17.326	12	0.1377

T673 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	244	314	226	720	601	2105
1	2.1	3.2	3.1	2.4	2.2	2.5
2	8.6	9.9	10.6	12.1	7.8	10.0
3	7.8	8.0	7.5	9.2	10.5	9.0
4	75.8	74.8	73.5	72.1	74.2	73.7
8	5.7	4.1	5.3	4.3	5.3	4.9
TOTAL	100.0	100.0	100.0	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	12.836	16	0.6847

T673 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	984	511	214	355	90	2154
1	2.3	2.4	5.1	1.1	2.2	2.4
2	9.4	11.9	11.2	9.6	5.6	10.0
3	8.2	8.8	9.8	9.6	13.3	9.0
4	75.4	72.8	68.7	74.9	70.0	73.8
8	4.7	4.1	5.1	4.8	8.9	4.8
TOTAL	100.0	100.0	99.9	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	21.537	16	0.1588



T674 -- LISTEN TO RADIO PRGM:COAST-TO-COAST

DO YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

COAST-TO-COAST

- 1 REGULARLY TUNE IN THE RADIO TO HEAR IT
- 2 SOMETIMES HEAR IT-I LISTEN IF IT HAPPENS TO BE ON WHEN I TURN ON THE RADIO
- 3 HAVE LISTENED TO IT ONCE OR TWICE
- 4 HAVE NEVER LISTENED TO IT
- 8 I DON'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 2,539

T674 BY GENDER

	MALE	FEMALE	TOTAL
N=	2088	106	2194
1	8.8	8.5	8.8
2	21.0	18.9	20.9
3	11.5	13.2	11.5
4	53.9	57.6	54.1
8	4.8	1.9	4.7
TOTAL	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	2.613	4	0.6245

T674 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	49	706	1036	403	2194
1	10.2	7.4	9.9	8.2	8.8
2	16.3	24.1	20.3	17.4	20.9
3	8.2	12.0	12.0	9.9	11.5
4	57.1	51.1	54.5	57.8	54.1
8	8.2	5.4	3.3	6.7	4.7
TOTAL	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	23.815	12	0.0216

T674 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1570	399	157	55	2181
1	7.4	15.8	7.0	5.5	8.9
2	20.8	24.6	12.1	18.2	20.8
3	11.7	10.0	10.8	16.4	11.5
4	55.2	46.4	63.7	54.6	54.2
8	4.9	3.3	6.4	5.5	4.7
TOTAL	100.0	100.1	100.0	100.2	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	47.728	12	0.0001

T674 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	247	316	229	734	614	2140
1	9.7	8.5	7.0	9.5	8.3	8.8
2	20.7	19.0	21.8	20.4	21.5	20.7
3	7.7	11.4	14.9	12.0	11.4	11.5
4	56.3	57.0	51.1	53.8	53.6	54.2
8	5.7	4.1	5.2	4.2	5.2	4.8
TOTAL	100.1	100.0	100.0	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	10.660	16	0.8300

T674 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1002	525	215	360	91	2193
1	9.4	9.1	10.7	7.2	2.2	8.8
2	19.4	22.5	20.5	23.9	16.5	20.8
3	10.5	11.4	12.1	15.3	7.7	11.5
4	56.2	53.0	51.6	48.9	64.8	54.1
8	4.6	4.0	5.1	4.7	8.8	4.7
TOTAL	100.1	100.0	100.0	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	26.419	16	0.0484

T675 -- LISTEN TO RADIO PRGM:WALT LOVE'S COUNTDN

DO YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

WALT LOVE'S COUNTDOWN

- 1 REGULARLY TUNE IN THE RADIO TO HEAR IT
- 2 SOMETIMES HEAR IT-I LISTEN IF IT HAPPENS TO BE ON WHEN I TURN ON THE RADIO
- 3 HAVE LISTENED TO IT ONCE OR TWICE
- 4 HAVE NEVER LISTENED TO IT
- 8 I DON'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 2,539

T675 BY GENDER

	MALE	FEMALE	TOTAL
N=	2047	104	2151
1	2.5	5.8	2.7
2	4.6	5.8	4.7
3	3.4	5.8	3.5
4	84.5	80.8	84.3
8	4.9	1.9	4.8
TOTAL	99.9	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	7.866	4	0.0966

T675 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	49	694	1010	398	2151
1	4.1	2.5	3.0	2.0	2.7
2	.0	5.8	4.6	3.8	4.7
3	4.1	3.5	3.3	4.3	3.5
4	83.7	82.9	85.8	83.2	84.3
8	8.2	5.5	3.4	6.8	4.8
TOTAL	100.1	100.2	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	17.061	12	0.1473

T675 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1536	396	150	55	2137
1	.5	11.6	2.0	1.8	2.7
2	2.0	15.7	3.3	3.6	4.7
3	2.8	6.3	2.0	5.5	3.5
4	89.7	63.1	86.0	83.6	84.4
8	5.0	3.3	6.7	5.5	4.8
TOTAL	100.0	100.0	100.0	100.0	100.1

STATISTIC VALUE D.F. PROB.  
CHISQUARE 315.773 12 0.0001

T675 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	246	312	227	717	597	2099
1	3.7	3.2	1.3	3.4	1.5	2.6
2	6.9	7.4	4.4	4.2	2.9	4.6
3	4.5	3.2	4.4	3.4	2.7	3.4
4	79.3	82.1	84.6	84.8	87.6	84.5
8	5.7	4.2	5.3	4.3	5.4	4.9
TOTAL	100.1	100.1	100.0	100.1	100.1	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 25.078 16 0.0685

T675 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	983	513	212	354	88	2150
1	2.9	2.5	3.3	2.5	.0	2.7
2	3.8	5.7	5.7	5.7	3.4	4.7
3	3.2	4.3	2.8	4.2	2.3	3.5
4	85.6	83.4	83.0	82.8	85.2	84.3
8	4.7	4.1	5.2	4.8	9.1	4.8
TOTAL	100.2	100.0	100.0	100.0	100.0	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 13.899 16 0.6062

T228 -- LISTEN TO RADIO PRGM:ROCKLINE

DO YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

ROCKLINE

- 1 REGULARLY TUNE IN THE RADIO TO HEAR IT
- 2 SOMETIMES HEAR IT-I LISTEN IF IT HAPPENS TO BE ON WHEN I TURN ON THE RADIO
- 3 HAVE LISTENED TO IT ONCE OR TWICE
- 4 HAVE NEVER LISTENED TO IT
- 8 I DON'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 2,539

T228 BY GENDER

	MALE	FEMALE	TOTAL
N=	2103	104	2207
1	10.5	6.7	10.3
2	19.6	20.2	19.7
3	10.9	12.5	11.0
4	54.1	58.7	54.3
8	4.8	1.9	4.7
TOTAL	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	3.741	4	0.4421

T228 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	49	713	1031	414	2207
1	8.2	7.6	11.3	13.0	10.3
2	14.3	21.9	18.0	20.5	19.7
3	6.1	12.8	11.0	8.7	11.0
4	63.3	52.5	56.5	51.2	54.3
8	8.2	5.3	3.3	6.5	4.7
TOTAL	100.1	100.1	100.1	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	30.298	12	0.0025

T228 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1595	387	155	57	2194
1	12.5	2.3	9.0	10.5	10.4
2	22.8	7.5	16.1	19.3	19.5
3	11.8	7.2	12.3	12.3	11.0
4	48.2	79.6	56.1	52.6	54.4
8	4.8	3.4	6.5	5.3	4.7
TOTAL	100.1	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	134.846	12	0.0001

T228 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	249	322	230	738	616	2155
1	8.8	8.1	10.4	12.6	9.9	10.5
2	16.9	20.5	21.3	21.5	18.3	19.9
3	11.2	9.6	12.6	9.9	12.2	11.0
4	57.4	57.8	50.4	51.8	54.4	53.9
8	5.6	4.0	5.2	4.2	5.2	4.7
TOTAL	99.9	100.0	99.9	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	15.892	16	0.4605

T228 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1004	530	217	363	92	2206
1	11.4	10.6	12.9	6.6	5.4	10.3
2	17.8	19.8	20.3	24.8	17.4	19.7
3	10.1	10.9	14.3	12.7	7.6	11.0
4	56.2	54.7	47.5	51.2	60.9	54.4
8	4.6	4.0	5.1	4.7	8.7	4.7
TOTAL	100.1	100.0	100.1	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	28.883	16	0.0247

T227 -- LISTEN TO RADIO PRGM:METAL SHOP

DO YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

METAL SHOP

- 1 REGULARLY TUNE IN THE RADIO TO HEAR IT
- 2 SOMETIMES HEAR IT-I LISTEN IF IT HAPPENS TO BE ON WHEN I TURN ON THE RADIO
- 3 HAVE LISTENED TO IT ONCE OR TWICE
- 4 HAVE NEVER LISTENED TO IT
- 8 I DON'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 2,539

T227 BY GENDER

	MALE	FEMALE	TOTAL
N=	2088	104	2192
1	12.2	3.9	11.8
2	11.2	3.9	10.8
3	8.1	3.9	7.9
4	63.7	86.5	64.8
8	4.8	1.9	4.7
TOTAL	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	22.796	4	0.0001

T227 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	49	707	1023	413	2192
1	8.2	9.1	10.6	19.9	11.8
2	8.2	10.2	10.8	12.4	10.8
3	8.2	9.1	7.6	6.8	7.9
4	67.4	66.3	67.7	54.5	64.8
8	8.2	5.4	3.3	6.5	4.7
TOTAL	100.2	100.1	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	50.099	12	0.0001

T227 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1586	381	155	57	2179
1	14.4	1.1	12.3	7.0	11.8
2	12.6	3.7	8.4	12.3	10.7
3	8.8	4.7	6.5	10.5	8.0
4	59.3	87.1	66.5	64.9	64.8
8	4.9	3.4	6.5	5.3	4.7
TOTAL	100.0	100.0	100.2	100.0	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 118.565 12 0.0001

T227 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	247	320	233	732	610	2142
1	9.7	12.8	10.7	15.3	8.7	11.9
2	9.3	11.9	11.6	10.8	10.2	10.7
3	10.5	5.3	10.3	7.9	7.9	8.1
4	64.8	65.9	62.2	61.8	68.0	64.6
8	5.7	4.1	5.2	4.2	5.3	4.8
TOTAL	100.0	100.0	100.0	100.0	100.1	100.1

STATISTIC VALUE D.F. PROB.  
CHISQUARE 25.301 16 0.0647

T227 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1006	518	218	357	92	2191
1	12.9	12.0	14.7	8.7	2.2	11.7
2	10.7	11.0	8.3	12.6	9.8	10.8
3	7.9	7.1	11.0	8.7	3.3	7.9
4	63.9	65.8	61.0	65.3	76.1	64.8
8	4.6	4.1	5.1	4.8	8.7	4.7
TOTAL	100.0	100.0	100.1	100.1	100.1	99.9

STATISTIC VALUE D.F. PROB.  
CHISQUARE 27.320 16 0.0381



T226 -- LISTEN TO RADIO PRGM:AMER TOP 40 CASEY K

DO YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

AMERICA'S TOP 40 (CASEY KASEM)

- 1 REGULARLY TUNE IN THE RADIO TO HEAR IT
- 2 SOMETIMES HEAR IT-I LISTEN IF IT HAPPENS TO BE ON WHEN I TURN ON THE RADIO
- 3 HAVE LISTENED TO IT ONCE OR TWICE
- 4 HAVE NEVER LISTENED TO IT
- 8 I DON'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 2,539

T226 BY GENDER

	MALE	FEMALE	TOTAL
N=	2259	107	2366
1	33.2	39.3	33.4
2	41.9	46.7	42.1
3	11.2	4.7	10.9
4	9.3	7.5	9.2
8	4.5	1.9	4.4
TOTAL	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	7.627	4	0.1063

T226 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	54	753	1125	434	2366
1	24.1	26.7	38.1	34.1	33.4
2	44.4	47.4	39.8	38.7	42.1
3	13.0	11.0	9.8	13.4	10.9
4	11.1	9.8	9.2	7.6	9.2
8	7.4	5.1	3.0	6.2	4.4
TOTAL	100.0	100.0	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	42.542	12	0.0001

T226 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1709	410	171	61	2351
1	36.3	24.4	27.5	31.2	33.5
2	42.0	43.2	40.4	41.0	42.0
3	10.0	13.2	15.8	9.8	10.9
4	7.3	16.1	10.5	13.1	9.2
8	4.5	3.2	5.9	4.9	4.4
TOTAL	100.1	100.1	100.1	100.0	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 55.554 12 0.0001

T226 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	257	349	250	789	664	2309
1	22.2	27.5	26.4	37.4	38.6	33.4
2	45.5	44.7	41.2	43.1	39.8	42.4
3	17.5	11.8	14.8	8.5	8.7	10.7
4	9.3	12.3	12.8	7.1	8.1	9.1
8	5.5	3.7	4.8	3.9	4.8	4.4
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 63.406 16 0.0001

T226 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1086	566	231	384	98	2365
1	37.1	35.7	36.4	22.1	17.4	33.5
2	39.5	42.1	35.5	52.3	46.9	42.1
3	10.3	9.7	11.7	13.5	12.2	10.9
4	8.8	8.8	11.7	7.6	15.3	9.2
8	4.2	3.7	4.8	4.4	8.2	4.4
TOTAL	99.9	100.0	100.1	99.9	100.0	100.1

STATISTIC VALUE D.F. PROB.  
CHISQUARE 56.983 16 0.0001

T671 -- LISTEN TO RADIO PRGM: RICK DEES TOP 40

DO YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

OFF THE RECORD (MARY TURNER)

- 1 REGULARLY TUNE IN THE RADIO TO HEAR IT
- 2 SOMETIMES HEAR IT-I LISTEN IF IT HAPPENS TO BE ON WHEN I TURN ON THE RADIO
- 3 HAVE LISTENED TO IT ONCE OR TWICE
- 4 HAVE NEVER LISTENED TO IT
- 8 I DON'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 2,539

T671 BY GENDER

	MALE	FEMALE	TOTAL
N=	2046	102	2148
1	3.5	2.9	3.5
2	9.2	2.0	8.9
3	8.9	9.8	9.0
4	73.5	83.3	73.9
8	4.9	2.0	4.8
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	8.972	4	0.0618

T671 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	48	694	1009	397	2148
1	2.1	1.9	4.3	4.3	3.5
2	6.3	9.8	7.9	9.8	8.9
3	12.5	8.1	8.7	10.8	9.0
4	70.8	74.8	75.7	68.3	73.9
8	8.3	5.5	3.4	6.8	4.8
TOTAL	100.0	100.1	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	25.176	12	0.0140

T671 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1545	382	152	56	2135
1	3.7	1.3	7.2	1.8	3.5
2	9.8	3.9	10.5	7.1	8.8
3	10.0	5.0	6.6	12.5	9.0
4	71.5	86.4	69.1	73.2	74.0
8	5.0	3.4	6.6	5.4	4.8
TOTAL	100.0	100.0	100.0	100.0	100.1

STATISTIC VALUE D.F. PROB.  
CHISQUARE 47.965 12 0.0001

T671 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	244	309	226	719	601	2099
1	2.1	2.3	2.7	4.0	4.2	3.4
2	9.0	6.8	9.3	9.9	8.8	9.0
3	5.3	8.4	10.6	9.9	9.2	9.0
4	77.9	78.3	72.1	71.9	72.6	73.8
8	5.7	4.2	5.3	4.3	5.3	4.9
TOTAL	100.0	100.0	100.0	100.0	100.1	100.1

STATISTIC VALUE D.F. PROB.  
CHISQUARE 15.486 16 0.4894

T671 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	984	506	210	358	89	2147
1	4.4	3.2	2.9	2.2	1.1	3.5
2	7.6	8.1	8.6	13.4	7.9	8.8
3	9.7	8.3	10.0	8.4	5.6	9.0
4	73.7	76.3	73.3	71.2	76.4	74.0
8	4.7	4.2	5.2	4.8	9.0	4.8
TOTAL	100.1	100.1	100.0	100.0	100.0	100.1

STATISTIC VALUE D.F. PROB.  
CHISQUARE 23.156 16 0.1096

T672 -- LISTEN TO RADIO PRGM:OFF THE RECORD (MT)

DO YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

RICK DEES TOP 40

- 1 REGULARLY TUNE IN THE RADIO TO HEAR IT
- 2 SOMETIMES HEAR IT-I LISTEN IF IT HAPPENS TO BE ON WHEN I TURN ON THE RADIO
- 3 HAVE LISTENED TO IT ONCE OR TWICE
- 4 HAVE NEVER LISTENED TO IT
- 8 I DON'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 2,539

T672 BY GENDER

	MALE	FEMALE	TOTAL
N=	2171	105	2276
1	22.8	27.6	23.0
2	27.2	29.5	27.3
3	9.3	6.7	9.1
4	36.2	34.3	36.1
8	4.7	1.9	4.5
TOTAL	100.2	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	3.738	4	0.4426

T672 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	50	725	1080	421	2276
1	20.0	16.6	27.3	23.3	23.0
2	12.0	29.2	27.2	25.9	27.3
3	14.0	11.5	7.4	9.0	9.1
4	46.0	37.5	34.9	35.4	36.1
8	8.0	5.2	3.2	6.4	4.5
TOTAL	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	48.995	12	0.0001

T672 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1643	399	161	60	2263
1	26.0	13.3	19.9	15.0	23.0
2	29.0	19.1	27.3	33.3	27.3
3	9.2	9.5	8.1	6.7	9.1
4	31.1	54.9	38.5	40.0	36.1
8	4.7	3.3	6.2	5.0	4.6
TOTAL	100.0	100.1	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	91.818	12	0.0001

T672 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	251	325	237	765	645	2223
1	13.6	18.2	20.7	25.8	26.7	23.0
2	26.3	27.1	26.2	26.3	29.9	27.4
3	10.4	9.5	9.7	9.2	7.8	9.0
4	44.2	41.2	38.4	34.8	30.7	36.0
8	5.6	4.0	5.1	4.1	5.0	4.6
TOTAL	100.1	100.0	100.1	100.2	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	38.417	16	0.0013

T672 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1053	542	222	367	91	2275
1	28.3	22.0	24.3	11.7	8.8	23.0
2	27.2	28.0	23.0	30.3	23.1	27.3
3	8.7	7.9	9.0	11.4	12.1	9.1
4	31.4	38.2	38.7	42.0	47.3	36.1
8	4.4	3.9	5.0	4.6	8.8	4.5
TOTAL	100.0	100.0	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	67.528	16	0.0001

Y062 -- LISTEN TO RADIO PRGM:LIVE AT THE APOLLO

DO YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

LIVE AT THE APOLLO

- 1 REGULARLY TUNE IN THE RADIO TO HEAR IT
- 2 SOMETIMES HEAR IT-I LISTEN IF IT HAPPENS TO BE ON WHEN I TURN ON THE RADIO
- 3 HAVE LISTENED TO IT ONCE OR TWICE
- 4 HAVE NEVER LISTENED TO IT
- 8 I DON'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 2,539

Y062 BY GENDER

	MALE	FEMALE	TOTAL
N=	2041	103	2144
1	2.3	1.9	2.2
2	5.0	2.9	4.9
3	8.4	11.7	8.5
4	79.4	81.6	79.5
8	5.0	1.9	4.8
TOTAL	100.1	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	4.044	4	0.4000

Y062 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	50	692	1008	394	2144
1	8.0	1.7	1.8	3.6	2.2
2	4.0	4.1	5.0	6.4	4.9
3	20.0	7.7	8.5	8.6	8.5
4	60.0	81.1	81.4	74.6	79.5
8	8.0	5.5	3.4	6.9	4.8
TOTAL	100.0	100.1	100.1	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	36.993	12	0.0002

Y062 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1539	387	149	56	2131
1	1.6	4.9	3.4	.0	2.3
2	3.6	8.5	6.7	7.1	4.8
3	8.4	11.9	3.4	3.6	8.5
4	81.5	71.3	79.9	83.9	79.6
8	5.0	3.4	6.7	5.4	4.8
TOTAL	100.1	100.0	100.1	100.0	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 53.854 12 0.0001

Y062 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	243	312	223	717	600	2095
1	2.1	4.2	2.7	1.5	2.0	2.2
2	8.2	3.2	4.0	5.9	3.0	4.7
3	8.2	9.9	8.1	7.8	9.2	8.6
4	75.7	78.5	79.8	80.5	80.5	79.6
8	5.8	4.2	5.4	4.3	5.3	4.9
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 24.617 16 0.0769

Y062 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	981	509	210	352	91	2143
1	1.6	2.6	1.0	4.0	3.3	2.2
2	5.1	4.5	5.7	4.8	2.2	4.9
3	9.2	6.3	10.5	7.4	14.3	8.5
4	79.4	82.5	77.6	79.0	71.4	79.6
8	4.7	4.1	5.2	4.8	8.8	4.8
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 23.996 16 0.0896



T678 -- LISTEN TO RADIO PRGM:ROCK OVER LONDON

DO YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

ROCK OVER LONDON

- 1 REGULARLY TUNE IN THE RADIO TO HEAR IT
- 2 SOMETIMES HEAR IT-I LISTEN IF IT HAPPENS TO BE ON WHEN I TURN ON THE RADIO
- 3 HAVE LISTENED TO IT ONCE OR TWICE
- 4 HAVE NEVER LISTENED TO IT
- 8 I DON'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 2,539

T678 BY GENDER

	MALE	FEMALE	TOTAL
N=	2057	104	2161
1	4.0	1.0	3.9
2	8.2	4.8	8.1
3	8.6	6.7	8.5
4	74.3	85.6	74.8
8	4.9	1.9	4.8
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	7.764	4	0.1006

T678 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	49	703	1010	399	2161
1	6.1	3.1	3.5	6.0	3.9
2	4.1	8.3	7.5	9.5	8.1
3	6.1	9.3	7.2	10.5	8.5
4	75.5	74.0	78.4	67.2	74.8
8	8.2	5.4	3.4	6.8	4.8
TOTAL	100.0	100.1	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	28.077	12	0.0054

T678 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1560	377	155	56	2148
1	4.6	.5	5.2	1.8	3.8
2	9.1	2.9	7.7	8.9	7.9
3	9.5	4.5	6.5	14.3	8.5
4	71.9	88.6	74.2	69.6	75.0
8	4.9	3.5	6.5	5.4	4.8
TOTAL	100.0	100.0	100.1	100.0	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 54.665 12 0.0001

T678 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	243	312	230	727	600	2112
1	3.3	3.5	5.7	4.7	2.7	3.9
2	7.4	7.7	11.3	8.4	7.0	8.1
3	9.9	8.0	9.6	9.9	5.7	8.4
4	73.7	76.6	68.3	72.8	79.3	74.8
8	5.8	4.2	5.2	4.3	5.3	4.8
TOTAL	100.1	100.0	100.1	100.1	100.0	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 23.240 16 0.1075

T678 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	986	514	214	354	92	2160
1	4.0	3.5	3.3	5.1	2.2	3.9
2	8.4	7.4	7.9	8.8	5.4	8.1
3	7.5	7.4	8.9	11.3	12.0	8.4
4	75.5	77.6	74.8	70.1	71.7	74.9
8	4.7	4.1	5.1	4.8	8.7	4.8
TOTAL	100.1	100.0	100.0	100.1	100.0	100.1

STATISTIC VALUE D.F. PROB.  
CHISQUARE 15.733 16 0.4717

T679 -- LISTEN TO RADIO PRGM:STREET BEAT (BR)

DO YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

STREET BEAT (BARNETT ROBBINS)

- 1 REGULARLY TUNE IN THE RADIO TO HEAR IT
- 2 SOMETIMES HEAR IT-I LISTEN IF IT HAPPENS TO BE ON WHEN I TURN ON THE RADIO
- 3 HAVE LISTENED TO IT ONCE OR TWICE
- 4 HAVE NEVER LISTENED TO IT
- 8 I DON'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 2,539

T679 BY GENDER

	MALE	FEMALE	TOTAL
N=	2031	104	2135
1	2.9	.0	2.8
2	5.3	3.9	5.2
3	5.8	3.9	5.7
4	81.0	90.4	81.5
8	5.0	1.9	4.8
TOTAL	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	7.040	4	0.1338

T679 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	49	691	1009	386	2135
1	2.0	2.2	3.2	2.9	2.8
2	.0	5.9	4.9	5.4	5.2
3	12.2	4.6	6.0	6.2	5.7
4	77.6	81.8	82.7	78.5	81.5
8	8.2	5.5	3.4	7.0	4.8
TOTAL	100.0	100.0	100.2	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	21.139	12	0.0484

T679 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1529	385	151	57	2122
1	1.2	8.1	5.3	.0	2.7
2	3.4	10.9	6.6	12.3	5.2
3	5.1	7.0	6.0	10.5	5.7
4	85.2	70.7	75.5	71.9	81.5
8	5.0	3.4	6.6	5.3	4.9
TOTAL	99.9	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	113.752	12	0.0001

T679 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	243	309	222	715	597	2086
1	3.3	4.2	1.8	2.7	1.7	2.6
2	6.2	5.5	5.4	5.3	4.5	5.2
3	4.5	3.9	7.2	7.0	4.7	5.6
4	80.3	82.2	80.2	80.7	83.8	81.7
8	5.8	4.2	5.4	4.3	5.4	4.9
TOTAL	100.1	100.0	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	15.653	16	0.4774

T679 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	975	509	208	351	91	2134
1	2.5	4.5	2.4	2.0	.0	2.8
2	5.3	5.3	6.3	5.1	1.1	5.2
3	6.1	5.3	4.8	6.3	4.4	5.7
4	81.4	80.8	81.3	81.8	85.7	81.5
8	4.7	4.1	5.3	4.8	8.8	4.8
TOTAL	100.0	100.0	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	17.729	16	0.3400

T680 -- LISTEN TO RADIO PRGM:WESTWOOD ONE CONCRT

DO YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

WESTWOOD ONE'S IN CONCERT

- 1 REGULARLY TUNE IN THE RADIO TO HEAR IT
- 2 SOMETIMES HEAR IT-I LISTEN IF IT HAPPENS TO BE ON WHEN I TURN ON THE RADIO
- 3 HAVE LISTENED TO IT ONCE OR TWICE
- 4 HAVE NEVER LISTENED TO IT
- 8 I DON'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 2,539

T680 BY GENDER

	MALE	FEMALE	TOTAL
N=	2059	103	2162
1	6.3	2.9	6.2
2	7.8	1.0	7.5
3	5.9	2.9	5.8
4	75.1	91.3	75.9
8	4.9	1.9	4.8
TOTAL	100.0	100.0	100.2

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	14.668	4	0.0054

T680 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	49	700	1018	395	2162
1	8.2	4.3	7.0	7.1	6.2
2	4.1	8.3	7.2	7.1	7.5
3	6.1	6.3	5.1	6.6	5.8
4	73.5	75.7	77.4	72.4	75.9
8	8.2	5.4	3.3	6.8	4.8
TOTAL	100.1	100.0	100.0	100.0	100.2

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	19.811	12	0.0707

T680 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1554	388	148	59	2149
1	6.2	6.7	4.7	5.1	6.2
2	7.7	5.4	9.5	6.8	7.4
3	6.1	5.9	2.0	6.8	5.8
4	75.0	78.6	77.0	76.3	75.9
8	5.0	3.4	6.8	5.1	4.8
TOTAL	100.0	100.0	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	11.415	12	0.4937

T680 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	243	311	228	726	605	2113
1	2.9	5.1	4.8	7.6	6.9	6.2
2	4.9	7.4	7.9	8.5	7.3	7.5
3	4.5	3.9	4.4	7.7	4.5	5.5
4	81.9	79.4	77.6	71.9	76.0	76.0
8	5.8	4.2	5.3	4.3	5.3	4.8
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	26.516	16	0.0472

T680 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	992	516	209	354	90	2161
1	7.3	6.4	5.3	4.2	1.1	6.1
2	7.1	7.2	6.7	9.3	7.8	7.5
3	6.1	5.2	8.1	4.5	5.6	5.8
4	75.0	77.1	74.6	77.1	76.7	75.9
8	4.6	4.1	5.3	4.8	8.9	4.8
TOTAL	100.1	100.0	100.0	99.9	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	17.846	16	0.3330

T681 -- LISTEN TO RADIO PRGM: NBC SOURCE

DO YOU LISTEN TO ANY OF THE FOLLOWING RADIO PROGRAMS OR PROGRAMMING TYPES?

NBC SOURCE

- 1 REGULARLY TUNE IN THE RADIO TO HEAR IT
- 2 SOMETIMES HEAR IT-I LISTEN IF IT HAPPENS TO BE ON WHEN I TURN ON THE RADIO
- 3 HAVE LISTENED TO IT ONCE OR TWICE
- 4 HAVE NEVER LISTENED TO IT
- 8 I DON'T REGULARLY LISTEN TO RADIO: VALID SKIP

SURVEY ITEMS #: A148 B148 C148 D121 TOTAL NPS SURVEYED IS 2,539

T681 BY GENDER

	MALE	FEMALE	TOTAL
N=	2048	103	2151
1	3.3	1.0	3.2
2	7.4	10.7	7.5
3	10.0	6.8	9.8
4	74.5	79.6	74.7
8	4.9	1.9	4.8
TOTAL	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	6.246	4	0.1815

T681 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	50	697	1011	393	2151
1	4.0	3.3	3.3	2.5	3.2
2	6.0	9.2	6.6	7.1	7.5
3	12.0	10.5	9.6	8.9	9.8
4	70.0	71.6	77.2	74.6	74.7
8	8.0	5.5	3.4	6.9	4.8
TOTAL	100.0	100.1	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	16.882	12	0.1541

T681 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1541	386	153	58	2138
1	2.8	4.9	2.6	.0	3.1
2	6.8	6.0	15.0	15.5	7.4
3	10.6	7.0	7.8	13.8	9.9
4	74.8	78.8	68.0	65.5	74.8
8	5.0	3.4	6.5	5.2	4.8
TOTAL	100.0	100.1	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	36.505	12	0.0003

T681 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	247	308	226	719	604	2104
1	3.6	3.6	4.4	3.2	2.3	3.2
2	5.7	7.8	7.1	8.3	7.5	7.6
3	5.3	7.1	12.0	11.1	10.4	9.7
4	79.8	77.3	71.2	73.0	74.5	74.7
8	5.7	4.2	5.3	4.3	5.3	4.9
TOTAL	100.1	100.0	100.0	99.9	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	17.867	16	0.3318

T681 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	984	508	209	355	94	2150
1	3.1	3.9	1.9	2.8	4.3	3.2
2	5.7	9.1	5.3	10.4	12.8	7.5
3	8.7	9.5	13.4	11.0	10.6	9.8
4	77.9	73.4	74.2	71.0	63.8	74.7
8	4.7	4.1	5.3	4.8	8.5	4.8
TOTAL	100.1	100.0	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	28.679	16	0.0262



X240 -- REG TV VIEWING: SOLID GOLD

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

SOLID GOLD

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,539

X240 BY GENDER

	MALE	FEMALE	TOTAL
N=	2284	109	2393
1	8.1	7.3	8.0
2	42.9	57.8	43.6
3	27.9	25.7	27.8
4	18.0	8.3	17.6
8	3.2	.9	3.1
TOTAL	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	12.865	4	0.0120

X240 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	54	763	1126	450	2393
1	1.9	8.3	8.3	7.8	8.0
2	48.2	41.4	45.0	43.1	43.6
3	20.4	29.5	28.0	25.3	27.8
4	22.2	17.8	16.3	19.6	17.6
8	7.4	3.0	2.4	4.2	3.1
TOTAL	100.1	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	16.857	12	0.1551

## X240 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1707	433	176	61	2377
1	5.7	17.6	8.5	4.9	8.0
2	41.0	54.7	42.6	32.8	43.4
3	30.5	19.9	19.9	36.1	27.9
4	20.0	5.5	22.2	23.0	17.6
8	2.9	2.3	6.8	3.3	3.1
TOTAL	100.1	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	151.034	12	0.0001

## X240 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	267	347	249	804	676	2343
1	7.5	8.9	7.6	8.3	7.1	7.9
2	46.1	36.9	31.3	46.4	46.2	43.3
3	23.6	32.0	33.7	26.7	26.9	28.0
4	19.1	19.6	21.7	16.2	16.9	17.8
8	3.8	2.6	5.6	2.4	3.0	3.1
TOTAL	100.1	100.0	99.9	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	35.645	16	0.0032

## X240 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1097	570	236	388	101	2392
1	8.0	9.1	8.1	6.7	6.9	8.0
2	45.3	45.3	35.6	43.3	35.6	43.6
3	27.8	27.5	30.1	25.5	31.7	27.8
4	16.1	14.6	23.3	20.9	23.8	17.6
8	2.7	3.5	3.0	3.6	2.0	3.1
TOTAL	99.9	100.0	100.1	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	24.423	16	0.0807

X241 -- REG TV VIEWING: SOUL TRAIN

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

SOUL TRAIN

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,539

X241 BY GENDER

	MALE	FEMALE	TOTAL
N=	2241	109	2350
1	9.1	12.8	9.2
2	16.2	15.6	16.2
3	21.7	26.6	22.0
4	49.8	44.0	49.5
8	3.2	.9	3.1
TOTAL	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	5.221	4	0.2654

X241 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	52	747	1105	446	2350
1	7.7	10.3	9.2	7.6	9.2
2	21.2	19.0	13.9	16.6	16.2
3	21.2	20.8	22.2	23.5	22.0
4	42.3	46.9	52.3	48.0	49.5
8	7.7	3.1	2.4	4.3	3.1
TOTAL	100.1	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	22.189	12	0.0355

X241 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1669	436	169	61	2335
1	1.1	42.9	5.3	1.6	9.3
2	9.7	40.6	17.2	14.8	16.1
3	24.5	10.1	26.6	24.6	22.0
4	61.8	4.1	43.8	55.7	49.6
8	2.9	2.3	7.1	3.3	3.1
TOTAL	100.0	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	142.461	12	0.0001

X241 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	267	345	249	786	655	2302
1	12.0	11.6	11.7	8.1	6.7	9.1
2	24.7	17.1	12.5	16.3	12.1	15.8
3	24.3	22.9	18.1	21.9	22.3	22.0
4	35.2	45.8	52.2	51.3	55.9	50.0
8	3.8	2.6	5.6	2.4	3.1	3.1
TOTAL	100.0	100.0	100.1	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	60.366	16	0.0001

X241 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1071	562	231	387	98	2349
1	7.2	11.7	11.7	11.4	3.1	9.2
2	15.3	15.8	14.3	19.6	18.4	16.2
3	23.2	22.1	25.5	18.1	15.3	22.0
4	51.5	46.8	45.5	47.3	61.2	49.5
8	2.8	3.6	3.0	3.6	2.0	3.1
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	33.980	16	0.0055

X242 -- REG TV VIEWING: AMERICAN BANDSTAND

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

AMERICAN BANDSTAND

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,539

X242 BY GENDER

	MALE	FEMALE	TOTAL
N=	2250	109	2359
1	5.6	11.0	5.8
2	33.3	46.8	33.9
3	29.4	20.2	29.0
4	28.6	21.1	28.2
8	3.2	.9	3.1
TOTAL	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	17.756	4	0.0014

X242 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	52	752	1109	446	2359
1	3.9	4.3	7.0	5.6	5.8
2	25.0	32.9	34.6	35.0	33.9
3	21.2	32.1	28.0	27.1	29.0
4	42.3	27.8	28.0	28.0	28.2
8	7.7	3.1	2.4	4.3	3.1
TOTAL	100.1	100.2	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	23.438	12	0.0242

X242 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1693	421	169	61	2344
1	3.7	12.1	10.1	6.6	5.8
2	33.0	41.3	27.8	24.6	33.9
3	29.6	28.5	22.5	32.8	29.0
4	30.8	15.7	32.5	32.8	28.3
8	2.9	2.4	7.1	3.3	3.1
TOTAL	100.0	100.0	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	99.651	12	0.0001

X242 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	265	342	246	792	665	2310
1	4.5	5.6	5.3	6.4	5.6	5.7
2	29.1	29.5	24.8	36.9	36.7	33.6
3	34.0	31.6	30.1	27.2	27.5	29.0
4	28.7	30.7	34.2	27.2	27.2	28.6
8	3.8	2.6	5.7	2.4	3.0	3.1
TOTAL	100.1	100.0	100.1	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	30.883	16	0.0139

X242 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1078	565	234	383	98	2358
1	6.5	5.8	5.1	4.4	5.1	5.8
2	35.7	33.1	30.3	32.9	30.6	33.9
3	27.4	29.9	34.6	29.5	25.5	29.0
4	27.6	27.6	26.9	29.5	36.7	28.2
8	2.8	3.5	3.0	3.7	2.0	3.1
TOTAL	100.0	99.9	99.9	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	13.510	16	0.6352

X243 -- REG TV VIEWING: DANCE FEVER

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

DANCE FEVER

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,539

X243 BY GENDER

	MALE	FEMALE	TOTAL
N=	2207	105	2312
1	3.7	5.7	3.8
2	19.4	28.6	19.8
3	29.8	29.5	29.8
4	43.9	35.2	43.5
8	3.3	1.0	3.2
TOTAL	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	8.725	4	0.0684

X243 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	52	734	1089	437	2312
1	1.9	3.1	4.6	3.2	3.8
2	17.3	20.7	18.5	22.0	19.8
3	32.7	30.1	29.5	29.5	29.8
4	40.4	42.9	45.0	41.0	43.5
8	7.7	3.1	2.5	4.4	3.2
TOTAL	100.0	99.9	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	14.569	12	0.2658

X243 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1649	417	171	60	2297
1	1.8	10.8	6.4	1.7	3.7
2	16.4	33.3	20.5	15.0	19.7
3	29.4	32.6	22.8	41.7	29.8
4	49.5	20.9	43.3	38.3	43.5
8	3.0	2.4	7.0	3.3	3.2
TOTAL	100.1	100.0	100.0	100.0	99.9

STATISTIC VALUE D.F. PROB.  
CHISQUARE 204.746 12 0.0001

X243 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	260	339	242	772	652	2265
1	3.9	5.0	4.1	3.6	3.1	3.8
2	23.5	19.8	14.9	19.3	19.9	19.6
3	30.8	31.0	31.4	30.8	27.5	29.9
4	38.1	41.6	43.8	43.8	46.5	43.6
8	3.9	2.7	5.8	2.5	3.1	3.2
TOTAL	100.2	100.1	100.0	100.0	100.1	100.1

STATISTIC VALUE D.F. PROB.  
CHISQUARE 19.590 16 0.2392

X243 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1061	550	227	377	96	2311
1	3.8	4.0	4.0	4.0	2.1	3.8
2	19.8	20.0	20.7	18.0	24.0	19.8
3	30.3	30.4	30.8	29.7	18.8	29.8
4	43.4	42.0	41.4	44.6	53.1	43.4
8	2.8	3.6	3.1	3.7	2.1	3.2
TOTAL	100.1	100.0	100.0	100.0	100.1	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 10.686 16 0.8284



X244 -- REG TV VIEWING: MOVIES ON NETWORK TV

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

MOVIES ON NETWORK TV

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,539

X244 BY GENDER

	MALE	FEMALE	TOTAL
N=	2224	108	2332
1	22.1	25.0	22.3
2	48.4	48.2	48.4
3	11.4	11.1	11.4
4	14.9	14.8	14.9
8	3.2	.9	3.1
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	2.149	4	0.7084

X244 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	52	736	1106	438	2332
1	7.7	18.8	24.7	23.7	22.3
2	57.7	54.2	45.3	45.2	48.4
3	13.5	11.3	11.4	11.2	11.4
4	13.5	12.6	16.2	15.5	14.9
8	7.7	3.1	2.4	4.3	3.1
TOTAL	100.1	100.0	100.0	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	32.919	12	0.0010

## X244 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1670	415	172	60	2317
1	22.2	20.2	25.6	25.0	22.2
2	51.1	46.5	30.2	41.7	48.5
3	10.3	13.5	16.3	13.3	11.4
4	13.5	17.4	20.9	16.7	14.8
8	2.9	2.4	7.0	3.3	3.2
TOTAL	100.0	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	41.315	12	0.0001

## X244 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	260	339	246	780	660	2285
1	20.8	19.2	16.3	24.0	24.6	22.2
2	48.9	46.0	53.7	48.5	47.6	48.5
3	14.2	15.6	9.4	11.4	8.6	11.3
4	12.3	16.5	15.0	13.7	16.2	14.8
8	3.9	2.7	5.7	2.4	3.0	3.2
TOTAL	100.1	100.0	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	33.003	16	0.0074

## X244 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1066	556	228	382	99	2331
1	24.5	21.8	21.9	18.3	17.2	22.3
2	46.5	48.6	46.1	52.6	55.6	48.4
3	10.1	12.8	14.5	11.3	10.1	11.4
4	16.0	13.3	14.5	14.1	15.2	14.9
8	2.8	3.6	3.1	3.7	2.0	3.1
TOTAL	99.9	100.1	100.1	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	17.737	16	0.3395

X755 -- REG TV VIEWING: MUSIC VIDEOS (NOT CABLE)

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

MUSIC VIDEOS (NOT INCLUDING CABLE TV)

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,539

X755 BY GENDER

	MALE	FEMALE	TOTAL
N=	2269	108	2377
1	22.8	20.4	22.7
2	37.8	30.6	37.5
3	19.6	29.6	20.1
4	16.6	18.5	16.7
8	3.2	.9	3.1
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	8.788	4	0.0666

X755 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	54	750	1122	451	2377
1	16.7	19.1	25.5	22.4	22.7
2	24.1	40.7	36.2	37.0	37.5
3	22.2	20.1	19.4	21.3	20.1
4	29.6	17.1	16.5	15.1	16.7
8	7.4	3.1	2.4	4.2	3.1
TOTAL	100.0	100.1	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	27.979	12	0.0056

X755 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1694	430	176	61	2361
1	19.9	32.8	23.3	26.2	22.7
2	38.7	34.7	31.8	36.1	37.4
3	20.8	18.4	18.8	19.7	20.2
4	17.8	11.9	19.3	14.8	16.7
8	2.9	2.3	6.8	3.3	3.1
TOTAL	100.1	100.1	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	46.826	12	0.0001

X755 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	269	344	250	796	666	2325
1	18.6	24.1	20.0	23.9	23.0	22.6
2	40.5	34.3	31.2	39.7	37.4	37.4
3	20.8	22.4	26.0	19.1	17.6	20.1
4	16.4	16.6	17.2	15.0	19.1	16.8
8	3.7	2.6	5.6	2.4	3.0	3.1
TOTAL	100.0	100.0	100.0	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	27.416	16	0.0371

X755 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1090	566	234	388	98	2376
1	26.9	23.3	20.5	14.4	10.2	22.7
2	37.0	38.2	40.2	38.4	28.6	37.5
3	18.3	20.7	20.5	23.2	23.5	20.1
4	15.1	14.3	15.8	20.4	35.7	16.7
8	2.8	3.5	3.0	3.6	2.0	3.1
TOTAL	100.1	100.0	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	63.962	16	0.0001

X756 -- REG TV VIEWING: EARLY/LATE NEWS

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

EARLY/LATE NEWS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,539

X756 BY GENDER

	MALE	FEMALE	TOTAL
N=	2232	108	2340
1	22.9	20.4	22.7
2	36.2	43.5	36.5
3	19.6	18.5	19.5
4	18.2	16.7	18.1
8	3.2	.9	3.1
TOTAL	100.1	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	3.719	4	0.4454

X756 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	53	744	1109	434	2340
1	39.6	23.8	19.3	27.7	22.7
2	32.1	41.3	36.4	29.3	36.5
3	7.6	16.9	23.1	16.4	19.5
4	13.2	14.9	18.8	22.4	18.1
8	7.6	3.1	2.4	4.4	3.1
TOTAL	100.1	100.0	100.0	100.2	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	61.052	12	0.0001

X756 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1672	420	171	61	2324
1	22.0	23.1	28.1	21.3	22.6
2	37.6	36.7	24.6	44.3	36.6
3	19.0	21.4	21.6	14.8	19.5
4	18.5	16.4	18.7	16.4	18.1
8	2.9	2.4	7.0	3.3	3.1
TOTAL	100.0	100.0	100.0	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	22.982	12	0.0279

X756 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	266	339	248	785	655	2293
1	26.7	28.9	25.0	20.5	20.0	22.8
2	37.2	35.1	34.3	35.7	38.5	36.4
3	16.9	16.5	20.2	21.4	19.9	19.6
4	15.4	16.8	14.9	20.0	18.6	18.1
8	3.8	2.7	5.7	2.4	3.1	3.1
TOTAL	100.0	100.0	100.1	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	28.555	16	0.0271

X756 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1069	557	233	383	97	2339
1	19.3	23.7	20.2	28.5	39.2	22.7
2	34.1	36.6	42.9	39.2	37.1	36.5
3	22.1	19.8	18.5	14.6	12.4	19.5
4	21.8	16.3	15.5	14.1	9.3	18.1
8	2.8	3.6	3.0	3.7	2.1	3.1
TOTAL	100.1	100.0	100.1	100.1	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	58.639	16	0.0001

X757 -- REG TV VIEWING: DAVID LETTERMAN SHOW

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

DAVID LETTERMAN SHOW

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,539

X757 BY GENDER

	MALE	FEMALE	TOTAL
N=	2242	105	2347
1	15.1	9.5	14.8
2	21.5	17.1	21.4
3	21.9	21.9	21.9
4	38.3	50.5	38.9
8	3.2	1.0	3.1
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	8.459	4	0.0761

X757 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	53	753	1100	441	2347
1	13.2	18.7	13.3	12.2	14.8
2	22.6	25.0	20.6	17.0	21.4
3	17.0	21.9	21.5	23.4	21.9
4	39.6	31.3	42.3	43.1	38.9
8	7.6	3.1	2.5	4.3	3.1
TOTAL	100.0	100.0	100.2	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	44.787	12	0.0001

X757 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1687	412	172	61	2332
1	16.7	9.2	12.8	6.6	14.8
2	23.8	13.4	16.9	19.7	21.4
3	21.9	23.8	16.3	19.7	21.8
4	34.6	51.2	47.1	50.8	38.9
8	2.9	2.4	7.0	3.3	3.1
TOTAL	99.9	100.0	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	76.542	12	0.0001

X757 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	267	342	249	786	657	2301
1	13.5	15.5	20.9	16.3	11.3	14.9
2	24.0	22.5	22.9	21.3	19.6	21.5
3	24.3	18.4	19.3	21.8	23.3	21.7
4	34.5	40.9	31.3	38.3	42.8	38.8
8	3.8	2.6	5.6	2.4	3.0	3.1
TOTAL	100.1	99.9	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	34.326	16	0.0049

X757 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1068	558	239	385	96	2346
1	13.1	14.2	18.8	20.0	6.3	14.8
2	19.4	20.6	22.6	25.7	27.1	21.4
3	22.3	22.0	20.5	21.6	20.8	21.9
4	42.4	39.6	35.2	29.1	43.8	38.9
8	2.8	3.6	2.9	3.6	2.1	3.1
TOTAL	100.0	100.0	100.0	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	40.002	16	0.0008



X248 -- REG TV VIEWING: SOAP OPERAS

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

SOAP OPERAS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,539

X248 BY GENDER

	MALE	FEMALE	TOTAL
N=	2229	108	2337
1	8.7	49.1	10.6
2	21.1	26.9	21.4
3	21.1	4.6	20.3
4	45.9	18.5	44.6
8	3.2	.9	3.1
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	193.220	4	0.0001

X248 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	52	739	1109	437	2337
1	17.3	10.4	10.9	9.2	10.6
2	15.4	24.2	21.7	16.3	21.4
3	21.2	19.4	20.6	21.3	20.3
4	38.5	42.9	44.4	49.0	44.6
8	7.7	3.1	2.4	4.4	3.1
TOTAL	100.1	100.0	100.0	100.2	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	22.977	12	0.0279

X248 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1673	420	168	61	2322
1	8.9	20.5	6.0	1.6	10.6
2	19.9	30.0	14.9	19.7	21.4
3	20.9	19.3	16.7	21.3	20.3
4	47.3	27.9	55.4	54.1	44.6
8	2.9	2.4	7.1	3.3	3.1
TOTAL	99.9	100.1	100.1	100.0	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 117.018 12 0.0001

X248 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	265	340	243	785	657	2290
1	10.6	12.7	9.9	10.6	10.1	10.7
2	17.4	21.8	20.2	22.2	22.4	21.4
3	21.9	17.4	18.5	22.6	18.9	20.2
4	46.4	45.6	45.7	42.3	45.7	44.6
8	3.8	2.7	5.8	2.4	3.0	3.1
TOTAL	100.1	100.2	100.1	100.1	100.1	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 17.812 16 0.3350

X248 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1071	559	230	379	97	2336
1	11.5	10.2	9.6	10.3	6.2	10.6
2	19.2	25.6	22.6	20.8	19.6	21.4
3	20.5	21.1	20.4	20.6	12.4	20.3
4	46.0	39.5	44.4	44.6	59.8	44.7
8	2.8	3.6	3.0	3.7	2.1	3.1
TOTAL	100.0	100.0	100.0	100.0	100.1	100.1

STATISTIC VALUE D.F. PROB.  
CHISQUARE 23.628 16 0.0980

X249 -- REG TV VIEWING: PROFESSIONAL BOWLING

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

PROFESSIONAL BOWLING

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,539

X249 BY GENDER

	MALE	FEMALE	TOTAL
N=	2196	104	2300
1	2.9	1.0	2.8
2	9.3	5.8	9.1
3	22.2	15.4	21.9
4	62.3	76.9	63.0
8	3.3	1.0	3.2
TOTAL	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	9.861	4	0.0428

X249 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	52	725	1091	432	2300
1	.0	3.2	2.8	2.8	2.8
2	7.7	8.7	9.4	9.3	9.1
3	28.9	23.7	21.6	18.8	21.9
4	55.8	61.2	63.7	64.8	63.0
8	7.7	3.2	2.5	4.4	3.2
TOTAL	100.1	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	14.600	12	0.2640

## X249 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1647	414	166	59	2286
1	2.6	4.1	3.0	1.7	2.8
2	10.4	5.6	5.4	10.2	9.2
3	23.1	20.5	14.5	20.3	22.0
4	60.9	67.4	69.9	64.4	62.8
8	3.0	2.4	7.2	3.4	3.2
TOTAL	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	33.438	12	0.0008

## X249 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	256	339	242	772	646	2255
1	3.9	2.4	3.3	3.2	2.0	2.8
2	8.6	10.0	9.1	9.2	9.0	9.2
3	20.7	18.3	21.5	24.1	21.1	21.7
4	62.9	66.7	60.3	61.0	64.9	63.1
8	3.9	2.7	5.8	2.5	3.1	3.2
TOTAL	100.0	100.1	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	16.927	16	0.3903

## X249 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1051	554	226	377	91	2299
1	2.7	2.9	3.5	2.9	2.2	2.8
2	8.5	9.2	9.3	9.3	15.4	9.1
3	20.9	25.1	20.8	22.6	13.2	21.9
4	65.1	59.2	63.3	61.5	67.0	63.0
8	2.9	3.6	3.1	3.7	2.2	3.2
TOTAL	100.1	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	15.100	16	0.5173

X250 -- REG TV VIEWING: NFL FTBL-REG WKEND GAMES

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

NFL FOOTBALL - REGULAR SEASON WEEKEND GAMES

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,539

X250 BY GENDER

	MALE	FEMALE	TOTAL
N=	2284	106	2390
1	51.8	17.9	50.3
2	24.6	24.5	24.6
3	9.3	16.0	9.6
4	11.1	40.6	12.4
8	3.2	.9	3.1
TOTAL	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	100.184	4	0.0001

X250 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	52	757	1130	451	2390
1	46.2	48.2	51.3	51.9	50.3
2	21.2	25.1	25.3	22.2	24.6
3	11.5	10.4	9.5	8.4	9.6
4	13.5	13.2	11.5	13.3	12.4
8	7.7	3.0	2.4	4.2	3.1
TOTAL	100.1	99.9	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	13.101	12	0.3617

X250 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1712	428	174	62	2376
1	47.0	66.6	45.4	48.4	50.4
2	26.7	18.5	20.7	22.6	24.7
3	10.1	4.7	14.9	14.5	9.6
4	13.4	7.9	12.1	11.3	12.3
8	2.9	2.3	6.9	3.2	3.1
TOTAL	100.1	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	73.680	12	0.0001

X250 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	272	346	253	801	668	2340
1	58.1	54.3	50.2	51.4	44.9	50.6
2	24.6	21.1	24.9	24.6	25.5	24.4
3	6.6	9.3	10.7	9.0	10.5	9.4
4	7.0	12.7	8.7	12.6	16.2	12.6
8	3.7	2.6	5.5	2.4	3.0	3.1
TOTAL	100.0	100.0	100.0	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	37.420	16	0.0018

X250 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1090	576	235	392	96	2389
1	51.1	50.4	49.8	49.7	45.8	50.4
2	25.8	23.6	24.7	22.7	22.9	24.5
3	8.4	9.6	12.8	10.7	11.5	9.6
4	11.9	13.0	9.8	13.3	17.7	12.4
8	2.8	3.5	3.0	3.6	2.1	3.1
TOTAL	100.0	100.1	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	12.276	16	0.7248

X251 -- REG TV VIEWING: NFL FTBL-REG MONDAY NGHT

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

NFL FOOTBALL - REGULAR SEASON MONDAY NIGHT (OR PRIME-  
TIME EVENING)

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,539

X251 BY GENDER

	MALE	FEMALE	TOTAL
N=	2274	106	2380
1	49.7	15.1	48.2
2	23.6	20.8	23.5
3	10.5	17.0	10.8
4	13.1	46.2	14.6
8	3.2	.9	3.1
TOTAL	100.1	100.0	100.2

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	107.355	4	0.0001

X251 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	51	751	1127	451	2380
1	35.3	46.7	49.1	49.7	48.2
2	27.5	24.0	24.1	20.6	23.5
3	11.8	11.2	10.7	10.2	10.8
4	17.7	15.1	13.8	15.3	14.6
8	7.8	3.1	2.4	4.2	3.1
TOTAL	100.1	100.1	100.1	100.0	100.2

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	13.340	12	0.3448

X251 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1703	428	174	60	2365
1	44.6	65.0	42.5	46.7	48.2
2	25.5	17.8	20.1	16.7	23.5
3	11.0	7.0	13.8	20.0	10.7
4	16.0	7.9	16.7	13.3	14.5
8	2.9	2.3	6.9	3.3	3.1
TOTAL	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	78.736	12	0.0001

X251 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	272	344	251	801	664	2332
1	55.2	51.2	47.8	49.2	43.1	48.3
2	24.6	21.8	23.5	24.6	22.4	23.5
3	7.7	10.8	12.4	9.4	12.1	10.5
4	8.8	13.7	10.8	14.5	19.4	14.7
8	3.7	2.6	5.6	2.4	3.0	3.1
TOTAL	100.0	100.1	100.1	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	40.123	16	0.0007

X251 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1089	569	235	389	97	2379
1	48.5	48.9	48.1	48.6	39.2	48.2
2	23.8	23.6	23.4	21.6	26.8	23.5
3	10.6	9.0	13.6	12.1	10.3	10.7
4	14.4	15.1	11.9	14.1	21.7	14.6
8	2.8	3.5	3.0	3.6	2.1	3.1
TOTAL	100.1	100.1	100.0	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	13.059	16	0.6684



X252 -- REG TV VIEWING: NFL PLAYOFFS

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

NFL PLAYOFFS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,539

X252 BY GENDER

	MALE	FEMALE	TOTAL
N=	2271	108	2379
1	59.8	27.8	58.3
2	18.3	15.7	18.2
3	7.4	15.7	7.7
4	11.4	39.8	12.7
8	3.2	.9	3.1
TOTAL	100.1	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	95.102	4	0.0001

X252 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	52	751	1128	448	2379
1	50.0	55.5	59.9	60.0	58.3
2	26.9	19.0	18.0	16.1	18.2
3	3.9	8.9	7.9	5.8	7.7
4	11.5	13.5	11.8	13.8	12.7
8	7.7	3.1	2.4	4.2	3.1
TOTAL	100.0	100.0	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	19.427	12	0.0787

X252 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1702	430	173	60	2365
1	55.6	72.1	50.9	63.3	58.5
2	19.6	14.0	17.9	10.0	18.2
3	8.1	4.2	11.6	11.7	7.7
4	13.9	7.4	12.7	11.7	12.6
8	2.9	2.3	6.9	3.3	3.1
TOTAL	100.1	100.0	100.0	100.0	100.1

STATISTIC VALUE D.F. PROB.  
CHISQUARE 58.598 12 0.0001

X252 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	272	345	252	797	665	2331
1	64.7	61.7	58.7	59.2	53.4	58.5
2	18.0	16.5	16.7	17.9	19.3	18.0
3	7.0	7.3	9.9	6.9	8.3	7.7
4	6.6	11.9	9.1	13.6	16.1	12.7
8	3.7	2.6	5.6	2.4	3.0	3.1
TOTAL	100.0	100.0	100.0	100.0	100.1	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 33.411 16 0.0065

X252 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1089	568	232	391	98	2378
1	59.6	59.2	59.1	56.5	45.9	58.4
2	18.0	17.4	19.0	17.7	23.5	18.1
3	7.8	6.0	8.6	9.2	9.2	7.7
4	11.9	13.9	10.3	13.0	19.4	12.7
8	2.8	3.5	3.0	3.6	2.0	3.1
TOTAL	100.1	100.0	100.0	100.0	100.0	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 16.066 16 0.4484

X253 -- REG TV VIEWING: SUPERBOWL

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

SUPERBOWL

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,539

X253 BY GENDER

	MALE	FEMALE	TOTAL
N=	2260	108	2368
1	72.2	39.8	70.7
2	9.6	14.8	9.8
3	6.5	15.7	6.9
4	8.5	28.7	9.4
8	3.2	.9	3.1
TOTAL	100.0	99.9	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	77.243	4	0.0001

X253 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	51	750	1120	447	2368
1	66.7	67.2	72.9	71.8	70.7
2	15.7	11.1	9.4	8.3	9.8
3	2.0	8.1	7.1	5.2	6.9
4	7.8	10.5	8.3	10.5	9.4
8	7.8	3.1	2.4	4.3	3.1
TOTAL	100.0	100.0	100.1	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	22.512	12	0.0322

X253 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1700	420	172	62	2354
1	69.9	79.3	61.6	64.5	70.9
2	10.5	6.9	11.1	11.3	9.9
3	6.7	5.5	10.5	8.1	6.8
4	10.0	6.0	9.9	12.9	9.4
8	2.9	2.4	7.0	3.2	3.1
TOTAL	100.0	100.1	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	32.342	12	0.0012

X253 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	271	341	247	796	665	2320
1	75.7	74.5	71.3	72.1	65.9	71.0
2	9.6	9.1	8.5	9.1	10.7	9.5
3	5.5	5.9	8.1	6.9	7.8	7.0
4	5.5	7.9	6.5	9.6	12.6	9.4
8	3.7	2.6	5.7	2.4	3.0	3.1
TOTAL	100.0	100.0	100.1	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	29.880	16	0.0186

X253 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1084	564	232	391	96	2367
1	72.7	69.3	71.1	68.5	64.6	70.7
2	8.8	11.2	12.5	9.2	10.4	9.8
3	7.0	6.2	4.7	8.4	9.4	6.9
4	8.8	9.8	8.6	10.2	13.5	9.4
8	2.8	3.6	3.0	3.6	2.1	3.1
TOTAL	100.1	100.1	99.9	99.9	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	13.927	16	0.6041

Y063 -- REG TV VIEWING: USFL FOOTBALL

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

USFL FOOTBALL

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,539

Y063 BY GENDER

	MALE	FEMALE	TOTAL
N=	2211	102	2313
1	14.5	3.9	14.0
2	23.9	12.8	23.4
3	24.9	18.6	24.6
4	33.5	63.7	34.8
8	3.3	1.0	3.2
TOTAL	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	41.745	4	0.0001

Y063 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	50	731	1101	431	2313
1	4.0	13.7	13.9	16.0	14.0
2	20.0	22.2	24.1	24.4	23.4
3	26.0	24.4	25.5	22.5	24.6
4	42.0	36.7	34.1	32.7	34.8
8	8.0	3.2	2.5	4.4	3.2
TOTAL	100.0	100.2	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	16.957	12	0.1512

## Y063 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1658	412	168	60	2298
1	11.3	26.2	11.3	11.7	14.0
2	21.8	30.8	21.4	26.7	23.5
3	25.6	20.4	22.0	36.7	24.7
4	38.3	20.2	38.1	21.7	34.6
8	3.0	2.4	7.1	3.3	3.2
TOTAL	100.0	100.0	99.9	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	117.303	12	0.0001

## Y063 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	263	338	243	776	647	2267
1	16.0	12.4	12.4	16.2	12.2	14.1
2	25.9	23.1	19.3	24.4	22.7	23.3
3	24.7	24.3	25.9	23.8	24.4	24.4
4	29.7	37.6	36.6	33.1	37.6	35.0
8	3.8	2.7	5.8	2.5	3.1	3.2
TOTAL	100.1	100.1	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	21.185	16	0.1715

## Y063 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1059	553	226	379	95	2312
1	14.4	13.7	15.0	14.5	7.4	14.0
2	23.4	23.2	26.1	22.7	22.1	23.4
3	24.2	27.5	21.7	22.4	27.4	24.6
4	35.2	32.0	34.1	36.7	41.1	34.8
8	2.8	3.6	3.1	3.7	2.1	3.2
TOTAL	100.0	100.0	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	12.158	16	0.7330

Y064 -- REG TV VIEWING: NCAA BSKTBL-REG SEASON

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

NCAA BASKETBALL - REGULAR SEASON GAMES

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 3 C153 D126 TOTAL NPS SURVEYED IS 2,539

Y064 BY GENDER

	MALE	FEMALE	TOTAL
N=	2258	107	2365
1	28.7	15.0	28.0
2	23.4	16.8	23.1
3	17.9	19.6	18.0
4	26.8	47.7	27.8
8	3.2	.9	3.1
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	26.538	4	0.0001

Y064 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	52	742	1124	447	2365
1	26.9	25.9	30.3	26.0	28.0
2	15.4	25.3	22.4	21.9	23.1
3	23.1	19.1	18.2	15.0	18.0
4	26.9	26.6	26.6	32.9	27.8
8	7.7	3.1	2.4	4.3	3.1
TOTAL	100.0	100.0	99.9	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	23.497	12	0.0238

Y064 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1689	430	171	60	2350
1	20.5	61.4	23.4	20.0	28.2
2	24.5	20.0	17.5	21.7	23.1
3	20.1	7.9	19.9	28.3	18.0
4	32.1	8.4	32.2	26.7	27.6
8	2.9	2.3	7.0	3.3	3.1
TOTAL	100.1	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	325.076	12	0.0001

Y064 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	269	344	251	798	659	2321
1	35.3	25.6	24.7	29.0	26.4	28.0
2	23.1	24.7	21.5	22.7	23.7	23.2
3	15.6	18.6	18.7	20.7	14.4	17.8
4	22.3	28.5	29.5	25.3	32.5	27.9
8	3.7	2.6	5.6	2.4	3.0	3.1
TOTAL	100.0	100.0	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	34.445	16	0.0047

Y064 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1086	563	231	388	96	2364
1	29.6	29.5	25.1	26.6	15.6	28.1
2	22.2	22.6	29.0	22.7	24.0	23.1
3	17.3	18.1	20.8	17.8	18.8	18.0
4	28.2	26.3	22.1	29.4	39.6	27.8
8	2.8	3.6	3.0	3.6	2.1	3.1
TOTAL	100.1	100.1	100.0	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	22.741	16	0.1208



Y065 -- REG TV VIEWING: NCAA BSKTBL PLAYOFFS

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

NCAA BASKETBALL PLAYOFFS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,539

Y065 BY GENDER

	MALE	FEMALE	TOTAL
N=	2234	107	2341
1	36.7	19.6	35.9
2	19.3	15.9	19.1
3	14.6	18.7	14.8
4	26.1	44.9	27.0
8	3.2	.9	3.1
TOTAL	99.9	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	25.009	4	0.0001

Y065 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	52	741	1111	437	2341
1	32.7	36.6	37.4	31.6	35.9
2	21.2	19.4	19.0	18.8	19.1
3	15.4	15.4	15.4	12.4	14.8
4	23.1	25.5	25.8	33.0	27.0
8	7.7	3.1	2.4	4.4	3.1
TOTAL	100.1	100.0	100.0	100.2	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	20.058	12	0.0660

Y065 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1674	422	171	60	2327
1	29.3	67.8	27.5	28.3	36.1
2	20.0	15.4	17.5	23.3	19.0
3	16.9	5.9	15.2	18.3	14.8
4	30.9	8.5	32.8	26.7	26.9
8	2.9	2.4	7.0	3.3	3.1
TOTAL	100.0	100.0	100.0	99.9	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	250.340	12	0.0001

Y065 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	263	342	247	792	654	2298
1	43.0	36.0	32.4	36.6	33.9	36.0
2	17.9	20.8	17.0	18.9	19.6	19.1
3	12.9	15.5	17.0	16.0	12.5	14.7
4	22.4	25.2	27.9	26.0	30.9	27.1
8	3.8	2.6	5.7	2.4	3.1	3.1
TOTAL	100.0	100.1	100.0	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	24.845	16	0.0726

Y065 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1081	552	228	386	93	2340
1	36.4	37.3	34.2	36.3	25.8	35.9
2	18.9	18.1	25.0	18.1	18.3	19.2
3	14.3	15.8	16.2	14.5	12.9	14.8
4	27.8	25.2	21.5	27.5	40.9	27.0
8	2.8	3.6	3.1	3.6	2.2	3.1
TOTAL	100.2	100.0	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	20.576	16	0.1954

Y066 -- REG TV VIEWING: NBA - REG SEASON GAMES

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

NBA - REGULAR SEASON GAMES

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,539

Y066 BY GENDER

	MALE	FEMALE	TOTAL
N=	2259	106	2365
1	27.8	15.1	27.2
2	24.5	18.9	24.3
3	17.6	15.1	17.5
4	27.0	50.0	28.0
8	3.2	.9	3.1
TOTAL	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	28.516	4	0.0001

Y066 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	53	748	1119	445	2365
1	18.9	27.1	28.2	25.8	27.2
2	26.4	26.5	23.6	22.0	24.3
3	18.9	17.7	18.6	14.2	17.5
4	28.3	25.7	27.3	33.7	28.0
8	7.6	3.1	2.4	4.3	3.1
TOTAL	100.1	100.1	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	22.363	12	0.0336

Y066 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1688	430	173	60	2351
1	18.4	61.9	28.3	25.0	27.3
2	26.1	19.3	20.2	20.0	24.3
3	19.9	9.1	13.3	23.3	17.5
4	32.7	7.4	31.2	28.3	27.9
8	2.9	2.3	6.9	3.3	3.1
TOTAL	100.0	100.0	99.9	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	359.990	12	0.0001

Y066 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	269	344	250	799	660	2322
1	36.8	26.5	24.0	28.2	23.5	27.1
2	26.0	23.6	26.4	22.8	25.2	24.3
3	13.0	20.4	16.8	19.2	15.5	17.3
4	20.5	27.0	27.2	27.5	32.9	28.1
8	3.7	2.6	5.6	2.4	3.0	3.1
TOTAL	100.0	100.1	100.0	100.1	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	41.464	16	0.0005

Y066 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1085	560	231	393	95	2364
1	27.6	28.6	27.7	27.0	14.7	27.2
2	22.2	24.8	30.3	24.9	27.4	24.3
3	17.5	18.8	16.9	15.5	17.9	17.4
4	30.0	24.3	22.1	29.0	37.9	28.0
8	2.8	3.6	3.0	3.6	2.1	3.1
TOTAL	100.1	100.1	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	25.174	16	0.0668

Y067 -- REG TV VIEWING: NBA PLAYOFFS

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

NBA PLAYOFFS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,539

Y067 BY GENDER

	MALE	FEMALE	TOTAL
N=	2235	103	2338
1	38.0	20.4	37.2
2	19.6	14.6	19.3
3	13.7	13.6	13.6
4	25.6	50.5	26.7
8	3.2	1.0	3.1
TOTAL	100.1	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	33.920	4	0.0001

Y067 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	53	741	1107	437	2338
1	37.7	38.7	37.6	33.6	37.2
2	18.9	20.1	19.5	17.6	19.3
3	17.0	13.1	14.5	11.9	13.6
4	18.9	25.0	25.9	32.5	26.7
8	7.6	3.1	2.4	4.4	3.1
TOTAL	100.1	100.0	99.9	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	20.032	12	0.0665

Y067 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1674	423	170	57	2324
1	29.4	70.7	33.5	33.3	37.3
2	21.2	13.5	16.5	19.3	19.4
3	15.7	5.4	12.9	17.5	13.6
4	30.9	8.0	30.0	26.3	26.6
8	2.9	2.4	7.1	3.5	3.1
TOTAL	100.1	100.0	100.0	99.9	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 269.521 12 0.0001

Y067 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	265	340	248	782	662	2297
1	47.2	38.2	32.7	38.6	32.9	37.3
2	21.1	18.8	22.2	18.4	19.3	19.5
3	8.3	15.9	12.9	14.5	13.0	13.4
4	19.6	24.4	26.6	26.1	31.7	26.8
8	3.8	2.7	5.7	2.4	3.0	3.1
TOTAL	100.0	100.0	100.1	100.0	99.9	100.1

STATISTIC VALUE D.F. PROB.  
CHISQUARE 40.346 16 0.0007

Y067 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1075	555	226	387	94	2337
1	37.6	36.4	36.3	40.8	25.5	37.2
2	18.0	21.1	23.0	17.8	21.3	19.3
3	13.6	14.8	14.6	10.6	18.1	13.7
4	28.1	24.1	23.0	27.1	33.0	26.7
8	2.8	3.6	3.1	3.6	2.1	3.1
TOTAL	100.1	100.0	100.0	99.9	100.0	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 19.920 16 0.2238

Y068 -- REG TV VIEWING: NEWHART

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

NEWHART

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,539

Y068 BY GENDER

	MALE	FEMALE	TOTAL
N=	2207	105	2312
1	6.7	6.7	6.7
2	22.5	30.5	22.8
3	27.5	31.4	27.7
4	40.1	30.5	39.7
8	3.3	1.0	3.2
TOTAL	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	7.403	4	0.1161

Y068 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	52	737	1097	426	2312
1	7.7	4.9	7.5	7.5	6.7
2	21.2	26.2	22.6	17.8	22.8
3	17.3	27.7	27.9	28.4	27.7
4	46.2	38.1	39.6	41.8	39.7
8	7.7	3.1	2.5	4.5	3.2
TOTAL	100.1	100.0	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	24.457	12	0.0176

Y068 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1663	411	165	58	2297
1	7.3	6.3	3.0	.0	6.7
2	24.8	17.3	15.8	24.1	22.8
3	27.9	29.4	21.8	27.6	27.7
4	37.0	44.5	52.1	44.8	39.7
8	3.0	2.4	7.3	3.5	3.2
TOTAL	100.0	99.9	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	44.759	12	0.0001

Y068 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	261	341	243	782	645	2272
1	6.1	7.6	6.2	5.1	8.8	6.8
2	21.5	20.5	22.2	23.7	23.4	22.7
3	28.4	24.3	26.3	30.2	27.1	27.8
4	40.2	44.9	39.5	38.6	37.5	39.5
8	3.8	2.6	5.8	2.4	3.1	3.2
TOTAL	100.0	99.9	100.0	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	23.115	16	0.1107

Y068 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1059	548	226	383	95	2311
1	7.4	6.6	5.8	4.4	10.5	6.7
2	22.4	21.5	21.7	25.9	26.3	22.9
3	28.0	30.3	23.0	28.2	17.9	27.7
4	39.5	38.0	46.5	37.9	43.2	39.7
8	2.8	3.7	3.1	3.7	2.1	3.2
TOTAL	100.1	100.1	100.1	100.1	100.0	100.2

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	20.254	16	0.2090



Y069 -- REG TV VIEWING: WHO'S THE BOSS

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

WHO'S THE BOSS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,539

Y069 BY GENDER

	MALE	FEMALE	TOTAL
N=	2234	108	2342
1	12.7	21.3	13.1
2	28.9	36.1	29.2
3	24.9	19.4	24.6
4	30.4	22.2	30.0
8	3.2	.9	3.1
TOTAL	100.1	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	12.972	4	0.0114

Y069 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	53	745	1108	436	2342
1	9.4	12.1	13.5	14.2	13.1
2	17.0	28.7	30.6	28.0	29.2
3	18.9	23.6	25.4	25.2	24.6
4	47.2	32.5	28.2	28.2	30.0
8	7.6	3.1	2.4	4.4	3.1
TOTAL	100.1	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	22.309	12	0.0342

## Y069 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1680	420	170	58	2328
1	12.1	16.9	15.3	8.6	13.1
2	28.3	33.3	26.5	31.0	29.2
3	26.5	20.0	18.2	24.1	24.7
4	30.2	27.4	32.9	32.8	29.9
8	2.9	2.4	7.1	3.5	3.1
TOTAL	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	30.699	12	0.0022

## Y069 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	264	341	249	791	653	2298
1	16.3	14.4	10.4	11.6	13.5	13.0
2	30.3	25.8	30.1	30.3	29.4	29.4
3	21.2	22.0	26.1	24.9	26.3	24.6
4	28.4	35.2	27.7	30.7	27.7	29.9
8	3.8	2.6	5.6	2.4	3.1	3.1
TOTAL	100.0	100.0	99.9	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	22.207	16	0.1366

## Y069 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1072	555	232	386	96	2341
1	13.8	10.8	16.4	11.7	15.6	13.1
2	30.4	32.1	26.7	26.4	16.7	29.2
3	25.1	25.2	22.4	26.2	14.6	24.6
4	27.9	28.3	31.5	32.1	51.0	30.0
8	2.8	3.6	3.0	3.6	2.1	3.1
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	37.817	16	0.0016

Y070 -- REG TV VIEWING: THE COSBY SHOW

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

THE COSBY SHOW

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,539

Y070 BY GENDER

	MALE	FEMALE	TOTAL
N=	2288	108	2396
1	41.3	56.5	41.9
2	29.6	19.4	29.1
3	14.4	13.9	14.4
4	11.7	9.3	11.6
8	3.2	.9	3.1
TOTAL	100.2	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	11.520	4	0.0213

Y070 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	53	752	1137	454	2396
1	43.4	44.4	41.7	38.3	41.9
2	15.1	29.1	29.9	28.6	29.1
3	11.3	13.0	14.9	15.6	14.4
4	22.6	10.4	11.2	13.2	11.6
8	7.6	3.1	2.4	4.2	3.1
TOTAL	100.0	100.0	100.1	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	23.312	12	0.0252

Y070 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1715	434	174	58	2381
1	35.5	73.5	33.9	25.9	42.0
2	32.5	17.1	24.7	27.6	29.0
3	16.9	3.2	14.4	24.1	14.4
4	12.3	3.9	20.1	19.0	11.5
8	2.9	2.3	6.9	3.5	3.1
TOTAL	100.1	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	250.953	12	0.0001

Y070 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	270	349	256	805	671	2351
1	50.7	49.6	40.2	38.8	39.1	42.0
2	23.7	26.1	28.9	31.2	30.6	29.1
3	11.5	10.9	13.3	15.9	15.4	14.2
4	10.4	10.9	12.1	11.8	12.1	11.6
8	3.7	2.6	5.5	2.4	3.0	3.1
TOTAL	100.0	100.1	100.0	100.1	100.2	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	32.767	16	0.0079

Y070 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1098	573	236	390	98	2395
1	41.4	42.4	46.2	42.3	33.7	42.0
2	29.6	30.9	27.5	27.7	22.5	29.1
3	15.4	12.6	13.1	14.1	16.3	14.3
4	10.8	10.7	10.2	12.3	25.5	11.6
8	2.7	3.5	3.0	3.6	2.0	3.1
TOTAL	99.9	100.1	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	27.442	16	0.0368

Y071 -- REG TV VIEWING: FAMILY TIES

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

FAMILY TIES

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,539

Y071 BY GENDER

	MALE	FEMALE	TOTAL
N=	2271	108	2379
1	32.6	45.4	33.2
2	35.5	31.5	35.3
3	15.2	13.0	15.1
4	13.6	9.3	13.4
8	3.2	.9	3.1
TOTAL	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	9.024	4	0.0605

Y071 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	53	752	1128	446	2379
1	24.5	36.4	32.1	31.4	33.2
2	24.5	33.5	38.8	30.7	35.3
3	13.2	13.3	15.4	17.3	15.1
4	30.2	13.7	11.3	16.4	13.4
8	7.6	3.1	2.4	4.3	3.1
TOTAL	100.0	100.0	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	41.882	12	0.0001

Y071 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1704	429	173	58	2364
1	32.2	39.6	30.1	25.9	33.2
2	36.4	33.3	28.9	36.2	35.3
3	15.5	13.1	11.6	24.1	15.0
4	13.0	11.7	22.5	10.3	13.4
8	2.9	2.3	6.9	3.5	3.1
TOTAL	100.0	100.0	100.0	100.0	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 38.133 12 0.0001

Y071 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	270	348	253	800	664	2335
1	41.1	39.1	34.4	30.8	29.5	33.2
2	30.7	30.5	36.8	38.0	35.8	35.3
3	11.9	13.5	11.1	16.5	16.9	15.0
4	12.6	14.4	12.3	12.4	14.8	13.4
8	3.7	2.6	5.5	2.4	3.0	3.1
TOTAL	100.0	100.1	100.1	100.1	100.0	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 35.387 16 0.0035

Y071 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1091	567	236	387	97	2378
1	33.2	34.7	34.8	31.5	26.8	33.2
2	35.8	38.1	36.0	32.3	23.7	35.3
3	17.0	11.1	14.8	15.5	14.4	15.0
4	11.3	12.5	11.4	17.1	33.0	13.4
8	2.8	3.5	3.0	3.6	2.1	3.1
TOTAL	100.1	99.9	100.0	100.0	100.0	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 54.474 16 0.0001

Y072 -- REG TV VIEWING: CHEERS

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

CHEERS

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,539

Y072 BY GENDER

	MALE	FEMALE	TOTAL
N=	2252	108	2360
1	22.2	21.3	22.2
2	30.3	33.3	30.4
3	22.4	25.9	22.6
4	21.9	18.5	21.7
8	3.2	.9	3.1
TOTAL	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	3.171	4	0.5297

Y072 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	53	749	1115	443	2360
1	26.4	23.2	21.5	21.4	22.2
2	22.6	30.6	31.4	28.7	30.4
3	9.4	22.2	24.1	21.0	22.6
4	34.0	21.0	20.5	24.6	21.7
8	7.6	3.1	2.4	4.3	3.1
TOTAL	100.0	100.1	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	22.103	12	0.0364

Y072 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1694	423	171	57	2345
1	23.2	19.4	22.8	14.0	22.3
2	31.5	29.6	19.3	35.1	30.4
3	22.2	24.1	21.6	22.8	22.5
4	20.2	24.6	29.2	24.6	21.8
8	2.9	2.4	7.0	3.5	3.1
TOTAL	100.0	100.1	99.9	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	30.282	12	0.0025

Y072 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	266	346	248	796	660	2316
1	27.8	25.4	27.0	20.5	18.8	22.3
2	28.6	28.9	27.0	32.8	30.8	30.5
3	16.2	19.1	20.2	24.9	24.2	22.3
4	23.7	24.0	20.2	19.5	23.2	21.8
8	3.8	2.6	5.7	2.4	3.0	3.1
TOTAL	100.1	100.0	100.1	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	36.730	16	0.0023

Y072 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1078	562	238	386	95	2359
1	22.2	19.4	28.2	22.3	23.2	22.2
2	30.1	33.3	27.7	31.1	22.1	30.4
3	23.9	22.1	21.9	21.8	14.7	22.6
4	21.1	21.7	19.3	21.2	37.9	21.8
8	2.8	3.6	2.9	3.6	2.1	3.1
TOTAL	100.1	100.1	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	27.584	16	0.0354



Y073 -- REG TV VIEWING: NIGHT COURT

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

NIGHT COURT

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,539

Y073 BY GENDER

	MALE	FEMALE	TOTAL
N=	2255	106	2361
1	20.9	17.0	20.7
2	28.4	29.3	28.4
3	21.9	28.3	22.2
4	25.7	24.5	25.6
8	3.2	.9	3.1
TOTAL	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	4.376	4	0.3575

Y073 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	52	747	1117	445	2361
1	13.5	20.4	21.9	19.1	20.7
2	25.0	28.3	27.8	30.6	28.4
3	9.6	23.2	22.4	21.4	22.2
4	44.2	25.2	25.4	24.7	25.6
8	7.7	3.1	2.4	4.3	3.1
TOTAL	100.0	100.2	99.9	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	22.436	12	0.0329

Y073 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1694	424	171	57	2346
1	21.8	17.9	18.1	19.3	20.8
2	28.9	29.3	22.8	28.1	28.5
3	23.0	20.1	17.0	24.6	22.0
4	23.5	30.4	35.1	24.6	25.6
8	2.9	2.4	7.0	3.5	3.1
TOTAL	100.1	100.1	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	31.087	12	0.0019

Y073 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	266	347	248	796	660	2317
1	20.3	21.6	26.2	20.4	19.1	20.8
2	33.1	28.0	21.8	29.3	28.8	28.6
3	18.1	19.3	20.6	24.5	22.3	21.9
4	24.8	28.5	25.8	23.5	26.8	25.6
8	3.8	2.6	5.7	2.4	3.0	3.1
TOTAL	100.1	100.0	100.1	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	26.429	16	0.0483

Y073 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1083	562	237	383	95	2360
1	22.7	18.2	22.8	17.0	23.2	20.7
2	28.2	30.3	27.4	28.7	22.1	28.4
3	22.5	21.0	21.5	24.5	15.8	22.1
4	23.8	27.1	25.3	26.1	36.8	25.6
8	2.8	3.6	3.0	3.7	2.1	3.1
TOTAL	100.0	100.2	100.0	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	20.509	16	0.1981

Y074 -- REG TV VIEWING: GIMME A BREAK

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

GIMME A BREAK

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,539

Y074 BY GENDER

	MALE	FEMALE	TOTAL
N=	2235	109	2344
1	14.1	34.9	15.1
2	32.2	32.1	32.2
3	26.8	15.6	26.3
4	23.6	16.5	23.3
8	3.2	.9	3.1
TOTAL	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	38.548	4	0.0001

Y074 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	52	745	1108	439	2344
1	3.9	14.4	16.3	14.6	15.1
2	21.2	29.4	34.5	32.6	32.2
3	23.1	26.6	25.5	28.0	26.3
4	44.2	26.6	21.2	20.5	23.3
8	7.7	3.1	2.4	4.3	3.1
TOTAL	100.1	100.1	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	36.362	12	0.0003

Y074 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1680	423	170	56	2329
1	10.7	34.8	9.4	16.1	15.1
2	31.0	36.4	31.8	32.1	32.1
3	29.8	15.8	20.6	19.6	26.3
4	25.6	10.6	31.2	28.6	23.4
8	2.9	2.4	7.1	3.6	3.1
TOTAL	100.0	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	211.941	12	0.0001

Y074 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	264	343	247	791	654	2299
1	18.6	19.0	14.2	15.0	11.8	15.0
2	33.7	27.4	30.0	31.7	35.3	32.1
3	20.8	26.8	22.7	27.8	27.5	26.2
4	23.1	24.2	27.5	23.0	22.3	23.5
8	3.8	2.6	5.7	2.4	3.1	3.1
TOTAL	100.0	100.0	100.1	99.9	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	30.188	16	0.0171

Y074 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1072	561	231	386	93	2343
1	16.6	16.2	16.5	9.1	12.9	15.1
2	32.8	37.4	31.2	26.9	18.3	32.2
3	26.7	25.1	25.1	29.0	19.4	26.3
4	21.1	17.7	24.2	31.4	47.3	23.3
8	2.8	3.6	3.0	3.6	2.2	3.1
TOTAL	100.0	100.0	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	74.189	16	0.0001

Y075 -- REG TV VIEWING: CAGNEY AND LACEY

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

CAGNEY AND LACEY

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,539

Y075 BY GENDER

	MALE	FEMALE	TOTAL
N=	2238	107	2345
1	7.2	16.8	7.6
2	22.7	31.8	23.2
3	32.4	30.8	32.3
4	34.5	19.6	33.8
8	3.2	.9	3.1
TOTAL	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	24.648	4	0.0001

Y075 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	51	748	1110	436	2345
1	11.8	6.0	7.9	8.9	7.6
2	15.7	23.1	24.3	21.1	23.2
3	29.4	31.8	32.2	33.9	32.3
4	35.3	36.0	33.2	31.7	33.8
8	7.8	3.1	2.4	4.4	3.1
TOTAL	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	17.360	12	0.1365

Y075 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1683	423	169	56	2331
1	6.5	12.5	5.9	3.6	7.5
2	23.0	27.0	16.6	17.9	23.1
3	33.3	30.3	28.4	30.4	32.4
4	34.2	27.9	42.0	44.6	33.9
8	2.9	2.4	7.1	3.6	3.1
TOTAL	99.9	100.1	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	45.844	12	0.0001

Y075 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	265	343	244	795	653	2300
1	7.9	11.7	9.0	6.8	6.0	7.7
2	24.5	20.1	17.6	24.9	23.6	23.0
3	26.4	33.5	29.9	34.6	32.3	32.4
4	37.4	32.1	37.7	31.3	35.1	33.9
8	3.8	2.6	5.7	2.4	3.1	3.1
TOTAL	100.0	100.0	99.9	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	33.117	16	0.0071

Y075 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1071	563	230	386	94	2344
1	7.2	8.9	9.1	5.2	10.6	7.6
2	24.3	25.8	19.6	18.9	21.3	23.2
3	33.2	30.6	34.4	32.1	27.7	32.3
4	32.5	31.3	33.9	40.2	38.3	33.8
8	2.8	3.6	3.0	3.6	2.1	3.1
TOTAL	100.0	100.2	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	22.774	16	0.1199

Y076 -- REG TV VIEWING: THE EQUALIZER

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

THE EQUALIZER

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,539

Y076 BY GENDER

	MALE	FEMALE	TOTAL
N=	2240	106	2346
1	16.0	7.6	15.6
2	25.2	19.8	24.9
3	24.2	32.1	24.5
4	31.4	39.6	31.8
8	3.2	.9	3.1
TOTAL	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	12.228	4	0.0157

Y076 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	51	746	1108	441	2346
1	7.8	12.2	16.3	20.6	15.6
2	19.6	22.4	25.8	27.7	24.9
3	33.3	27.4	23.1	22.2	24.5
4	31.4	35.0	32.3	25.2	31.8
8	7.8	3.1	2.4	4.3	3.1
TOTAL	99.9	100.1	99.9	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	40.986	12	0.0001

Y076 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1689	419	169	55	2332
1	14.9	22.4	10.7	5.5	15.7
2	24.5	27.7	19.5	30.9	24.9
3	24.6	24.1	24.9	25.5	24.6
4	33.1	23.4	37.9	34.6	31.7
8	2.9	2.4	7.1	3.6	3.1
TOTAL	100.0	100.0	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	45.424	12	0.0001

Y076 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	264	339	248	789	662	2302
1	15.5	18.0	17.7	14.5	15.1	15.6
2	22.0	22.4	17.7	28.9	25.1	24.9
3	24.6	22.1	22.2	24.3	26.9	24.5
4	34.1	34.8	36.7	29.9	29.9	31.8
8	3.8	2.7	5.7	2.4	3.0	3.1
TOTAL	100.0	100.0	100.0	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	29.413	16	0.0213

Y076 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1073	561	231	385	95	2345
1	16.0	18.0	14.7	13.0	10.5	15.7
2	25.8	25.1	19.9	25.7	23.2	25.0
3	24.4	23.7	25.1	26.0	22.1	24.5
4	30.9	29.6	37.2	31.7	42.1	31.8
8	2.8	3.6	3.0	3.6	2.1	3.1
TOTAL	99.9	100.0	99.9	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	16.979	16	0.3869



Y077 -- REG TV VIEWING: SIMON AND SIMON

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

SIMON AND SIMON

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,539

Y077 BY GENDER

	MALE	FEMALE	TOTAL
N=	2252	105	2357
1	20.6	17.1	20.4
2	34.6	27.6	34.3
3	22.0	32.4	22.5
4	19.6	21.9	19.7
8	3.2	1.0	3.1
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	8.705	4	0.0689

Y077 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	52	744	1120	441	2357
1	13.5	14.9	23.3	23.1	20.4
2	25.0	35.2	34.2	34.2	34.3
3	32.7	24.5	21.3	21.1	22.5
4	21.2	22.3	18.8	17.2	19.7
8	7.7	3.1	2.4	4.3	3.1
TOTAL	100.1	100.0	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	36.511	12	0.0003

Y077 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1693	419	173	59	2344
1	22.0	17.2	14.5	17.0	20.5
2	35.3	33.2	27.8	30.5	34.3
3	21.4	27.2	19.7	27.1	22.5
4	18.3	20.1	31.2	22.0	19.7
8	2.9	2.4	6.9	3.4	3.1
TOTAL	99.9	100.1	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	39.504	12	0.0001

Y077 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	263	346	243	799	662	2313
1	14.5	21.4	20.6	20.5	22.1	20.4
2	28.9	34.1	30.0	35.8	36.0	34.2
3	24.3	21.1	17.3	23.0	24.3	22.7
4	28.5	20.8	26.3	18.3	14.7	19.6
8	3.8	2.6	5.8	2.4	3.0	3.1
TOTAL	100.0	100.0	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	47.935	16	0.0001

Y077 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1080	563	234	385	94	2356
1	22.6	22.6	19.2	13.0	16.0	20.4
2	34.9	33.9	34.6	33.5	31.9	34.3
3	21.6	21.0	23.5	26.2	24.5	22.5
4	18.2	19.0	19.7	23.6	25.5	19.7
8	2.8	3.6	3.0	3.6	2.1	3.1
TOTAL	100.1	100.1	100.0	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	26.784	16	0.0439

Y078 -- REG TV VIEWING: HILL STREET BLUES

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

HILL STREET BLUES

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,539

Y078 BY GENDER

	MALE	FEMALE	TOTAL
N=	2246	107	2353
1	19.6	17.8	19.6
2	31.6	22.4	31.2
3	23.3	27.1	23.5
4	22.2	31.8	22.7
8	3.2	.9	3.1
TOTAL	99.9	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	9.381	4	0.0523

Y078 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	52	742	1119	440	2353
1	25.0	18.2	19.6	21.1	19.6
2	19.2	35.2	28.8	32.1	31.2
3	28.9	21.2	26.2	20.0	23.5
4	19.2	22.4	23.1	22.5	22.7
8	7.7	3.1	2.4	4.3	3.1
TOTAL	100.0	100.1	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	26.219	12	0.0100

Y078 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1693	417	171	58	2339
1	20.4	17.8	17.5	17.2	19.6
2	30.8	34.1	26.3	34.5	31.2
3	23.5	23.7	22.2	22.4	23.4
4	22.4	22.1	26.9	22.4	22.7
8	2.9	2.4	7.0	3.5	3.1
TOTAL	100.0	100.1	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	15.406	12	0.2200

Y078 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	264	347	249	787	664	2311
1	21.2	23.9	21.3	19.4	16.0	19.5
2	31.1	32.3	28.1	31.6	30.9	31.1
3	23.1	18.2	23.3	24.7	25.6	23.6
4	20.8	23.1	21.7	21.9	24.6	22.7
8	3.8	2.6	5.6	2.4	3.0	3.1
TOTAL	100.0	100.1	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	24.130	16	0.0867

Y078 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1082	565	229	384	92	2352
1	18.6	20.0	22.7	18.8	23.9	19.6
2	29.9	31.2	32.8	34.1	31.5	31.2
3	25.6	22.8	20.1	22.9	13.0	23.5
4	23.2	22.5	21.4	20.6	29.4	22.7
8	2.8	3.5	3.1	3.7	2.2	3.1
TOTAL	100.1	100.0	100.1	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	16.456	16	0.4216

Y079 -- REG TV VIEWING: BLACKIE'S MAGIC

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

BLACKIE'S MAGIC

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,539

Y079 BY GENDER

	MALE	FEMALE	TOTAL
N=	2227	107	2334
1	5.3	5.6	5.3
2	16.4	10.3	16.1
3	24.5	18.7	24.2
4	50.7	64.5	51.3
8	3.2	.9	3.1
TOTAL	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	9.334	4	0.0533

Y079 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	52	740	1104	438	2334
1	.0	4.1	6.0	6.2	5.3
2	3.9	14.1	16.3	20.6	16.1
3	17.3	24.5	23.9	25.3	24.2
4	71.2	54.3	51.4	43.6	51.3
8	7.7	3.1	2.5	4.3	3.1
TOTAL	100.1	100.1	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	37.553	12	0.0002

Y079 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1677	416	169	59	2321
1	5.4	4.6	5.3	8.5	5.3
2	17.4	14.2	8.9	15.3	16.2
3	25.5	21.4	17.8	25.4	24.2
4	48.8	57.5	61.0	47.5	51.2
8	2.9	2.4	7.1	3.4	3.2
TOTAL	100.0	100.1	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	32.882	12	0.0010

Y079 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	259	343	249	786	655	2292
1	4.3	5.0	7.2	5.0	5.3	5.2
2	15.1	15.2	12.1	16.9	17.4	16.1
3	18.5	22.7	22.5	27.2	24.1	24.2
4	58.3	54.5	52.6	48.5	50.1	51.4
8	3.9	2.6	5.6	2.4	3.1	3.1
TOTAL	100.1	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	25.087	16	0.0683

Y079 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1068	560	228	385	92	2333
1	6.0	4.6	7.0	3.4	4.4	5.3
2	17.0	16.8	16.2	13.0	15.2	16.1
3	24.7	25.5	23.3	23.6	14.1	24.2
4	49.5	49.5	50.4	56.4	64.1	51.3
8	2.8	3.6	3.1	3.6	2.2	3.1
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	20.305	16	0.2068

Y080 -- REG TV VIEWING: MOONLIGHTING

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

MOONLIGHTING

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,539

Y080 BY GENDER

	MALE	FEMALE	TOTAL
N=	2249	106	2355
1	21.8	24.5	22.0
2	25.3	32.1	25.6
3	20.9	19.8	20.9
4	28.8	22.6	28.5
8	3.2	.9	3.1
TOTAL	100.0	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	5.251	4	0.2625

Y080 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	52	746	1114	443	2355
1	17.3	21.7	22.1	22.6	22.0
2	13.5	26.5	26.8	22.1	25.6
3	23.1	20.6	19.8	23.7	20.9
4	38.5	28.0	28.9	27.3	28.5
8	7.7	3.1	2.4	4.3	3.1
TOTAL	100.1	99.9	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	18.507	12	0.1012

Y080 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1687	425	172	58	2342
1	21.2	24.7	21.5	22.4	21.9
2	26.3	26.1	18.6	20.7	25.6
3	21.3	20.0	18.0	24.1	20.9
4	28.2	26.8	34.9	29.3	28.5
8	2.9	2.4	7.0	3.5	3.1
TOTAL	99.9	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	19.638	12	0.0743

Y080 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	267	345	248	792	662	2314
1	25.8	23.8	26.2	19.1	21.3	22.0
2	24.7	24.9	22.2	27.3	24.8	25.4
3	19.5	16.8	16.9	23.6	21.8	20.9
4	26.2	31.9	29.0	27.7	29.2	28.7
8	3.8	2.6	5.7	2.4	3.0	3.1
TOTAL	100.0	100.0	100.0	100.1	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	26.945	16	0.0421

Y080 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1077	565	231	386	95	2354
1	22.6	20.2	24.7	21.0	23.2	22.0
2	25.4	27.8	24.7	25.4	17.9	25.6
3	20.9	20.9	19.5	21.8	19.0	20.8
4	28.4	27.6	28.1	28.2	37.9	28.6
8	2.8	3.5	3.0	3.6	2.1	3.1
TOTAL	100.1	100.0	100.0	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	10.364	16	0.8469



Y081 -- REG TV VIEWING: MACGIVER

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

MACGIVER

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,539

Y081 BY GENDER

	MALE	FEMALE	TOTAL
N=	2256	107	2363
1	21.5	18.7	21.4
2	25.8	20.6	25.6
3	21.9	22.4	22.0
4	27.5	37.4	28.0
8	3.2	.9	3.1
TOTAL	99.9	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	6.733	4	0.1507

Y081 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	52	746	1122	443	2363
1	13.5	14.2	24.3	26.9	21.4
2	13.5	25.6	26.4	25.1	25.6
3	17.3	23.1	21.8	21.0	22.0
4	48.1	34.1	25.0	22.8	28.0
8	7.7	3.1	2.4	4.3	3.1
TOTAL	100.1	100.1	99.9	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	67.067	12	0.0001

## Y081 BY SELF-REPORTED ETHNIC GROUP

	WHITE N=	BLACK 423	HISPANIC 169	OTHER 58	TOTAL 2349
1	20.6	26.0	16.0	27.6	21.4
2	25.8	27.2	18.9	24.1	25.5
3	22.3	21.3	22.5	15.5	22.0
4	28.4	23.2	35.5	29.3	28.0
8	2.9	2.4	7.1	3.5	3.1
TOTAL	100.0	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	29.562	12	0.0032

## Y081 BY RURAL/URBAN

	LG CITY N=	MED CITY 344	SUBURB 251	TOWN 796	RURAL 665	TOTAL 2322
1	19.2	18.0	20.7	20.9	24.8	21.4
2	22.9	25.3	22.3	28.4	24.7	25.6
3	24.8	20.6	20.3	21.9	22.4	22.0
4	29.3	33.4	31.1	26.5	25.1	28.0
8	3.8	2.6	5.6	2.4	3.0	3.1
TOTAL	100.0	99.9	100.0	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	26.522	16	0.0471

## Y081 BY AGE AT ACCESSIONING

	16-17 N=	18 564	19 230	20-24 387	25-34 94	TOTAL 2362
1	25.1	21.8	17.8	12.4	20.2	21.3
2	24.8	29.3	26.5	24.0	17.0	25.6
3	22.3	19.9	20.4	27.1	13.8	22.0
4	25.0	25.5	32.2	32.8	46.8	28.0
8	2.8	3.6	3.0	3.6	2.1	3.1
TOTAL	100.0	100.1	99.9	99.9	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	61.075	16	0.0001

Y082 -- REG TV VIEWING: STINGRAY

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

STINGRAY

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,539

Y082 BY GENDER

	MALE	FEMALE	TOTAL
N=	2250	107	2357
1	18.8	6.5	18.2
2	20.4	14.0	20.1
3	20.8	22.4	20.9
4	36.8	56.1	37.7
8	3.2	.9	3.1
TOTAL	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	22.245	4	0.0002

Y082 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	51	745	1114	447	2357
1	7.8	13.2	20.4	22.4	18.2
2	11.8	18.5	20.1	23.5	20.1
3	23.5	22.7	19.8	20.6	20.9
4	49.0	42.6	37.3	29.3	37.7
8	7.8	3.1	2.4	4.3	3.1
TOTAL	99.9	100.1	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	49.904	12	0.0001

Y082 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1693	423	169	58	2343
1	16.8	24.8	14.2	22.4	18.2
2	20.9	19.9	14.2	17.2	20.1
3	19.9	23.2	23.7	24.1	20.9
4	39.5	29.8	40.8	32.8	37.7
8	2.9	2.4	7.1	3.5	3.1
TOTAL	100.0	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	39.355	12	0.0001

Y082 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	264	340	253	794	665	2316
1	16.3	14.4	19.0	19.0	19.6	18.2
2	20.1	20.0	13.4	21.3	20.9	20.0
3	20.8	20.0	21.0	21.2	20.5	20.7
4	39.0	42.9	41.1	36.2	36.1	38.0
8	3.8	2.7	5.5	2.4	3.0	3.1
TOTAL	100.0	100.0	100.0	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	21.816	16	0.1492

Y082 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1081	561	233	387	94	2356
1	20.7	21.4	13.7	11.4	9.6	18.2
2	18.9	21.8	25.3	20.2	10.6	20.1
3	21.4	19.1	20.2	22.2	22.3	20.9
4	36.3	34.2	37.8	42.6	55.3	37.7
8	2.8	3.6	3.0	3.6	2.1	3.1
TOTAL	100.1	100.1	100.0	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	47.640	16	0.0001

Y083 -- REG TV VIEWING: AIRWOLF

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

AIRWOLF

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,539

Y083 BY GENDER

	MALE	FEMALE	TOTAL
N=	2251	106	2357
1	21.2	13.2	20.8
2	28.4	17.0	27.9
3	22.5	22.6	22.5
4	24.8	46.2	25.8
8	3.2	.9	3.1
TOTAL	100.1	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	27.522	4	0.0001

Y083 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	52	753	1111	441	2357
1	15.4	15.3	22.9	25.6	20.8
2	17.3	25.4	30.4	27.0	27.9
3	21.2	25.5	19.9	24.0	22.5
4	38.5	30.8	24.4	19.1	25.8
8	7.7	3.1	2.4	4.3	3.1
TOTAL	100.1	100.1	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	58.854	12	0.0001

## Y083 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1688	424	174	57	2343
1	20.4	22.4	19.5	26.3	20.8
2	28.7	29.7	15.5	29.8	27.9
3	22.6	19.3	27.0	22.8	22.4
4	25.4	26.2	31.0	17.5	25.8
8	2.9	2.4	6.9	3.5	3.1
TOTAL	100.0	100.0	99.9	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	28.117	12	0.0053

## Y083 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	268	345	248	790	665	2316
1	13.8	21.5	20.2	21.1	22.9	20.7
2	24.3	23.5	25.8	29.6	30.1	27.8
3	26.1	26.7	16.5	22.7	21.1	22.5
4	32.1	25.8	31.9	24.2	23.0	25.8
8	3.7	2.6	5.7	2.4	3.0	3.1
TOTAL	100.0	100.1	100.1	100.0	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	40.127	16	0.0007

## Y083 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1076	562	231	391	96	2356
1	23.8	19.6	20.8	13.6	24.0	20.8
2	28.7	32.4	24.7	23.0	18.8	27.8
3	20.7	20.1	22.1	30.4	25.0	22.5
4	24.0	24.4	29.4	29.4	30.2	25.8
8	2.8	3.6	3.0	3.6	2.1	3.1
TOTAL	100.0	100.1	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	47.995	16	0.0001

Y084 -- REG TV VIEWING: THE A-TEAM

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

THE A-TEAM

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,539

Y084 BY GENDER

	MALE	FEMALE	TOTAL
N=	2255	106	2361
1	20.9	11.3	20.5
2	34.5	17.9	33.8
3	21.4	29.3	21.8
4	20.0	40.6	20.9
8	3.2	.9	3.1
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	37.741	4	0.0001

Y084 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	52	748	1116	445	2361
1	15.4	15.0	22.1	26.1	20.5
2	28.9	31.7	35.1	34.4	33.8
3	13.5	25.4	21.5	17.3	21.8
4	34.6	24.9	18.8	18.0	20.9
8	7.7	3.1	2.4	4.3	3.1
TOTAL	100.1	100.1	99.9	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	53.932	12	0.0001

Y084 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1693	420	175	59	2347
1	18.1	29.3	19.4	27.1	20.4
2	34.8	35.7	21.1	27.1	33.8
3	22.9	17.4	24.6	13.6	21.8
4	21.4	15.2	28.0	28.8	21.0
8	2.9	2.4	6.9	3.4	3.1
TOTAL	100.1	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	60.714	12	0.0001

Y084 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	266	343	250	793	668	2320
1	16.9	20.1	15.6	20.9	23.1	20.4
2	29.7	31.8	34.4	34.1	35.9	33.8
3	22.9	24.8	19.2	22.2	20.2	21.8
4	26.7	20.7	25.2	20.4	17.8	21.0
8	3.8	2.6	5.6	2.4	3.0	3.1
TOTAL	100.0	100.0	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	29.218	16	0.0225

Y084 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1081	563	235	385	96	2360
1	22.5	21.7	21.7	13.0	17.7	20.5
2	35.4	35.7	31.9	29.6	25.0	33.8
3	21.1	20.6	21.7	26.0	18.8	21.7
4	18.2	18.5	21.7	27.8	36.5	20.9
8	2.8	3.6	3.0	3.6	2.1	3.1
TOTAL	100.0	100.1	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	50.234	16	0.0001



Y085 -- REG TV VIEWING: HUNTER

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

HUNTER

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,539

Y085 BY GENDER

	MALE	FEMALE	TOTAL
N=	2233	105	2338
1	20.3	18.1	20.2
2	26.1	21.0	25.8
3	21.1	21.9	21.1
4	29.3	38.1	29.7
8	3.2	1.0	3.1
TOTAL	100.0	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	5.545	4	0.2358

Y085 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	51	738	1110	439	2338
1	5.9	15.0	23.0	23.7	20.2
2	21.6	23.7	26.4	28.5	25.8
3	19.6	23.2	21.1	17.8	21.1
4	45.1	35.0	27.1	25.7	29.7
8	7.8	3.1	2.4	4.3	3.1
TOTAL	100.0	100.0	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	51.687	12	0.0001

## Y085 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1677	424	167	56	2324
1	18.7	28.5	16.2	16.1	20.3
2	26.2	28.8	17.4	21.4	25.9
3	21.6	17.9	22.2	21.4	21.0
4	30.6	22.4	37.1	37.5	29.7
8	2.9	2.4	7.2	3.6	3.1
TOTAL	100.0	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	49.070	12	0.0001

## Y085 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	263	339	248	786	661	2297
1	19.0	17.1	17.3	20.1	23.9	20.3
2	22.1	23.6	24.2	26.7	27.5	25.7
3	19.8	23.0	16.5	22.3	20.9	21.1
4	35.4	33.6	36.3	28.5	24.7	29.8
8	3.8	2.7	5.7	2.4	3.0	3.1
TOTAL	100.1	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	35.491	16	0.0034

## Y085 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1074	560	231	382	90	2337
1	23.3	21.4	19.9	12.0	12.2	20.2
2	25.4	28.9	26.8	23.3	20.0	25.9
3	22.3	19.5	19.1	21.5	20.0	21.1
4	26.3	26.6	31.2	39.5	45.6	29.7
8	2.8	3.6	3.0	3.7	2.2	3.1
TOTAL	100.1	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	54.740	16	0.0001

Y086 -- REG TV VIEWING: MIAMI VICE

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

MIAMI VICE

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,539

Y086 BY GENDER

	MALE	FEMALE	TOTAL
N=	2264	107	2371
1	38.3	27.1	37.8
2	28.3	30.8	28.4
3	16.2	21.5	16.4
4	14.1	19.6	14.3
8	3.2	.9	3.1
TOTAL	100.1	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	9.315	4	0.0537

Y086 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	51	754	1118	448	2371
1	33.3	33.2	38.9	43.5	37.8
2	21.6	31.0	27.5	27.0	28.4
3	15.7	16.6	17.3	14.1	16.4
4	21.6	16.2	14.0	11.2	14.3
8	7.8	3.1	2.4	4.2	3.1
TOTAL	100.0	100.1	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	28.436	12	0.0048

## Y086 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1702	424	171	60	2357
1	33.7	51.9	42.1	45.0	37.8
2	28.7	29.5	24.0	25.0	28.4
3	18.1	9.9	15.8	13.3	16.3
4	16.7	6.4	11.1	13.3	14.3
8	2.9	2.4	7.0	3.3	3.1
TOTAL	100.1	100.1	100.0	99.9	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	83.657	12	0.0001

## Y086 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	267	348	249	792	672	2328
1	43.5	35.3	37.8	38.8	36.0	37.9
2	26.2	31.9	24.9	28.8	27.5	28.2
3	13.5	14.9	15.3	17.2	18.2	16.5
4	13.1	15.2	16.5	12.9	15.3	14.4
8	3.8	2.6	5.6	2.4	3.0	3.1
TOTAL	100.1	99.9	100.1	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	20.296	16	0.2072

## Y086 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1089	567	232	386	96	2370
1	39.6	39.7	32.8	34.2	34.4	37.9
2	28.3	25.8	31.5	30.8	28.1	28.4
3	16.5	17.6	15.1	16.3	11.5	16.4
4	12.9	13.4	17.7	15.0	24.0	14.3
8	2.8	3.5	3.0	3.6	2.1	3.1
TOTAL	100.1	100.0	100.1	99.9	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	21.422	16	0.1628

Y087      -- REG TV VIEWING: HARDCASTLE AND MCCORMICK

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

HARDCASTLE AND MCCORMICK

- 1    REGULARLY
- 2    SOMETIMES
- 3    ONCE OR TWICE
- 4    NEVER
- 8    I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126      TOTAL NPS SURVEYED IS 2,539

Y087      BY GENDER

	MALE	FEMALE	TOTAL
N=	2241	107	2348
1	20.5	13.1	20.1
2	34.8	25.2	34.4
3	21.5	27.1	21.8
4	20.0	33.6	20.6
8	3.2	.9	3.1
TOTAL	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	17.907	4	0.0013

Y087      BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	51	741	1115	441	2348
1	7.8	13.6	23.1	24.9	20.1
2	25.5	33.2	35.4	34.7	34.4
3	19.6	24.7	20.9	19.3	21.8
4	39.2	25.4	18.1	16.8	20.6
8	7.8	3.1	2.4	4.3	3.1
TOTAL	99.9	100.0	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	66.591	12	0.0001

Y087 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1688	419	170	57	2334
1	21.0	20.1	13.5	12.3	20.1
2	35.6	33.2	27.1	29.8	34.4
3	21.0	23.4	23.5	31.6	21.9
4	19.6	21.0	28.8	22.8	20.6
8	2.9	2.4	7.1	3.5	3.1
TOTAL	100.1	100.1	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	29.776	12	0.0030

Y087 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	263	339	248	788	669	2307
1	16.7	15.0	19.4	23.2	20.9	20.2
2	26.6	33.9	30.2	34.8	38.6	34.3
3	25.9	27.1	19.8	19.8	20.2	21.7
4	27.0	21.2	25.0	19.8	17.3	20.7
8	3.8	2.7	5.7	2.4	3.0	3.1
TOTAL	100.0	99.9	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	46.634	16	0.0001

Y087 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1081	562	228	382	94	2347
1	23.3	21.4	18.0	11.8	16.0	20.2
2	35.1	36.5	34.2	31.7	25.5	34.4
3	21.2	20.3	22.4	25.9	18.1	21.7
4	17.7	18.3	22.4	27.0	38.3	20.6
8	2.8	3.6	3.1	3.7	2.1	3.1
TOTAL	100.1	100.1	100.1	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	58.059	16	0.0001

Y088 -- REG TV VIEWING: RIPTIDE

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

RIPTIDE

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,539

Y088 BY GENDER

	MALE	FEMALE	TOTAL
N=	2234	108	2342
1	18.2	13.9	18.0
2	32.7	19.4	32.1
3	22.7	23.2	22.7
4	23.2	42.6	24.1
8	3.2	.9	3.1
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	24.459	4	0.0001

Y088 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	52	746	1107	437	2342
1	5.8	11.4	21.1	23.1	18.0
2	17.3	29.9	34.3	31.8	32.1
3	28.9	26.5	20.3	21.3	22.7
4	40.4	29.1	21.9	19.5	24.1
8	7.7	3.1	2.4	4.4	3.1
TOTAL	100.1	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	76.574	12	0.0001

Y088 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1686	413	172	58	2329
1	19.0	17.9	8.7	17.2	18.0
2	33.8	27.4	25.6	37.9	32.2
3	22.0	26.4	21.5	15.5	22.5
4	22.3	25.9	37.2	25.9	24.1
8	2.9	2.4	7.0	3.5	3.1
TOTAL	100.0	100.0	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	45.083	12	0.0001

Y088 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	264	339	250	786	661	2300
1	14.0	15.0	18.4	20.5	18.3	18.1
2	22.7	30.1	28.4	33.6	35.6	31.8
3	23.9	26.0	19.2	22.7	21.9	22.7
4	35.6	26.3	28.4	20.9	21.2	24.3
8	3.8	2.7	5.6	2.4	3.0	3.1
TOTAL	100.0	100.1	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	51.135	16	0.0001

Y088 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1072	556	232	387	94	2341
1	21.4	20.0	16.0	9.8	7.5	18.0
2	33.3	33.1	34.9	28.2	21.3	32.1
3	21.9	21.4	19.8	27.7	24.5	22.6
4	20.6	21.9	26.3	30.8	44.7	24.1
8	2.8	3.6	3.0	3.6	2.1	3.1
TOTAL	100.0	100.0	100.0	100.1	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	72.898	16	0.0001



Y089 -- REG TV VIEWING: KNIGHT RIDER

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

KNIGHT RIDER

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,539

Y089 BY GENDER

	MALE	FEMALE	TOTAL
N=	2246	108	2354
1	15.0	12.0	14.8
2	32.4	27.8	32.2
3	26.7	34.3	27.0
4	22.8	25.0	22.9
8	3.2	.9	3.1
TOTAL	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	5.433	4	0.2457

Y089 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	53	751	1112	438	2354
1	9.4	10.5	16.9	17.6	14.8
2	30.2	29.8	34.0	32.0	32.2
3	17.0	29.7	26.4	25.1	27.0
4	35.9	26.9	20.2	21.0	22.9
8	7.6	3.1	2.4	4.3	3.1
TOTAL	100.1	100.0	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	43.562	12	0.0001

Y089 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1684	422	177	58	2341
1	12.0	25.1	16.4	19.0	14.9
2	30.9	39.1	28.8	31.0	32.2
3	29.4	19.0	23.7	20.7	26.9
4	24.8	14.5	24.3	25.9	22.9
8	2.9	2.4	6.8	3.5	3.1
TOTAL	100.0	100.1	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	88.036	12	0.0001

Y089 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	265	345	250	790	663	2313
1	12.5	13.0	13.6	17.0	14.5	14.8
2	28.7	32.2	24.4	32.0	36.2	32.0
3	26.4	27.8	31.6	27.3	25.2	27.2
4	28.7	24.4	24.8	21.3	21.1	22.9
8	3.8	2.6	5.6	2.4	3.0	3.1
TOTAL	100.1	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	29.775	16	0.0192

Y089 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1079	559	231	388	96	2353
1	16.1	16.3	16.9	8.8	11.5	14.8
2	34.0	34.2	30.3	27.3	25.0	32.2
3	26.4	27.0	26.0	28.4	30.2	27.0
4	20.7	19.0	23.8	32.0	31.3	22.9
8	2.8	3.6	3.0	3.6	2.1	3.1
TOTAL	100.0	100.1	100.0	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	44.827	16	0.0001

Y090 -- REG TV VIEWING: AMAZING STORIES

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

AMAZING STORIES

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,539

Y090 BY GENDER

	MALE	FEMALE	TOTAL
N=	2264	107	2371
1	19.0	17.8	19.0
2	29.0	28.0	29.0
3	25.0	27.1	25.1
4	23.8	26.2	23.9
8	3.2	.9	3.1
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	2.222	4	0.6950

Y090 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	51	750	1121	449	2371
1	11.8	16.5	20.3	20.7	19.0
2	19.6	31.7	26.7	31.2	29.0
3	25.5	24.8	26.6	21.6	25.1
4	35.3	23.9	24.1	22.3	23.9
8	7.8	3.1	2.4	4.2	3.1
TOTAL	100.0	100.0	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	25.566	12	0.0124

Y090 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1710	421	168	58	2357
1	17.8	22.6	19.1	27.6	19.0
2	28.4	32.3	27.4	22.4	28.9
3	26.3	22.6	20.2	25.9	25.2
4	24.6	20.2	26.2	20.7	23.8
8	2.9	2.4	7.1	3.5	3.1
TOTAL	100.0	100.1	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	25.986	12	0.0108

Y090 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	265	349	251	794	672	2331
1	20.4	18.3	21.9	19.9	16.5	19.0
2	30.6	31.0	29.9	27.2	29.0	29.0
3	24.2	25.2	21.9	25.8	25.5	25.0
4	21.1	22.9	20.7	24.7	26.0	24.0
8	3.8	2.6	5.6	2.4	3.0	3.1
TOTAL	100.1	100.0	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	17.457	16	0.3567

Y090 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1088	568	233	387	94	2370
1	20.0	18.3	21.9	16.5	13.8	19.0
2	27.7	30.1	26.6	31.5	33.0	29.0
3	24.7	26.8	24.9	24.8	19.2	25.0
4	24.8	21.3	23.6	23.5	31.9	23.9
8	2.8	3.5	3.0	3.6	2.1	3.1
TOTAL	100.0	100.0	100.0	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	15.012	16	0.5238

Y091 -- REG TV VIEWING: ALFRED HITCHCOCK

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

ALFRED HITCHCOCK

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,539

Y091 BY GENDER

	MALE	FEMALE	TOTAL
N=	2240	107	2347
1	15.0	17.8	15.1
2	24.7	20.6	24.5
3	26.9	28.0	27.0
4	30.2	32.7	30.3
8	3.2	.9	3.1
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	3.225	4	0.5209

Y091 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	49	743	1114	441	2347
1	16.3	14.1	14.5	17.9	15.1
2	14.3	25.2	23.7	26.8	24.5
3	22.5	26.0	29.1	23.8	27.0
4	38.8	31.6	30.3	27.2	30.3
8	8.2	3.1	2.4	4.3	3.1
TOTAL	100.1	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	21.334	12	0.0457

Y091 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1691	418	168	56	2333
1	13.1	21.8	17.3	16.1	15.1
2	25.1	23.0	23.8	19.6	24.5
3	28.2	25.6	19.6	26.8	27.1
4	30.7	27.3	32.1	33.9	30.3
8	2.9	2.4	7.1	3.6	3.1
TOTAL	100.0	100.1	99.9	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	34.504	12	0.0006

Y091 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	265	344	251	786	664	2310
1	19.3	15.1	19.9	14.9	11.9	15.1
2	28.3	26.5	19.5	22.5	25.9	24.4
3	22.6	24.7	27.5	30.0	25.9	26.9
4	26.0	31.1	27.5	30.2	33.3	30.4
8	3.8	2.6	5.6	2.4	3.0	3.1
TOTAL	100.0	100.0	100.0	100.0	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	34.395	16	0.0048

Y091 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1082	559	230	384	91	2346
1	15.2	13.8	17.8	15.6	13.2	15.1
2	24.5	25.0	22.6	25.0	25.3	24.6
3	26.1	30.1	25.2	25.8	27.5	26.9
4	31.5	27.6	31.3	30.0	31.9	30.3
8	2.8	3.6	3.0	3.7	2.2	3.1
TOTAL	100.1	100.1	99.9	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	8.792	16	0.9217

Y092 -- REG TV VIEWING: 60 MINUTES

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

60 MINUTES

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,539

Y092 BY GENDER

	MALE	FEMALE	TOTAL
N=	2242	107	2349
1	12.5	14.0	12.6
2	28.1	32.7	28.4
3	24.9	22.4	24.8
4	31.2	29.9	31.2
8	3.2	.9	3.1
TOTAL	99.9	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	2.959	4	0.5647

Y092 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	50	744	1112	443	2349
1	26.0	16.9	9.2	12.2	12.6
2	28.0	32.7	25.4	28.7	28.4
3	14.0	21.4	28.6	22.4	24.8
4	24.0	25.9	34.4	32.5	31.2
8	8.0	3.1	2.4	4.3	3.1
TOTAL	100.0	100.0	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	69.473	12	0.0001

Y092 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1693	419	168	56	2336
1	11.8	14.8	15.5	10.7	12.6
2	27.9	31.7	25.0	23.2	28.3
3	24.9	25.8	23.8	23.2	24.9
4	32.6	25.3	28.6	39.3	31.1
8	2.9	2.4	7.1	3.6	3.1
TOTAL	100.1	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	23.950	12	0.0207

Y092 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	262	345	253	788	663	2311
1	15.7	16.5	16.2	11.0	9.7	12.6
2	35.5	31.0	29.3	26.9	25.5	28.3
3	22.5	21.5	21.7	25.3	27.9	24.8
4	22.5	28.4	27.3	34.4	33.9	31.2
8	3.8	2.6	5.5	2.4	3.0	3.1
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	48.078	16	0.0001

Y092 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1077	561	230	383	97	2348
1	9.5	9.3	16.5	20.1	26.8	12.6
2	24.2	29.6	29.6	33.4	44.3	28.4
3	27.5	28.0	17.8	20.6	9.3	24.8
4	36.0	29.6	33.0	22.2	17.5	31.2
8	2.8	3.6	3.0	3.7	2.1	3.1
TOTAL	100.0	100.1	99.9	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	116.022	16	0.0001



Y093 -- REG TV VIEWING:RIPLEY'S BELIEVE IT O NOT

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

RIPLEY'S BELIEVE IT OR NOT

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,539

Y093 BY GENDER

	MALE	FEMALE	TOTAL
N=	2249	107	2356
1	13.6	9.4	13.4
2	35.0	22.4	34.5
3	28.4	34.6	28.7
4	19.7	32.7	20.3
8	3.2	.9	3.1
TOTAL	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	17.590	4	0.0015

Y093 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	51	746	1116	443	2356
1	7.8	11.9	13.1	17.4	13.4
2	29.4	34.7	34.8	33.9	34.5
3	27.5	28.4	29.9	26.2	28.7
4	27.5	21.9	19.8	18.3	20.3
8	7.8	3.1	2.4	4.3	3.1
TOTAL	100.0	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	20.352	12	0.0607

## Y093 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1698	416	172	56	2342
1	12.6	14.4	18.6	12.5	13.4
2	34.8	33.9	31.4	33.9	34.4
3	29.5	27.4	29.1	21.4	28.9
4	20.3	21.9	14.0	28.6	20.3
8	2.9	2.4	7.0	3.6	3.1
TOTAL	100.1	100.0	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	21.842	12	0.0393

## Y093 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	262	346	247	793	669	2317
1	9.5	15.6	15.4	13.2	13.2	13.4
2	40.5	33.5	31.6	35.3	33.0	34.6
3	23.7	27.8	27.1	29.9	29.9	28.6
4	22.5	20.5	20.2	19.2	20.9	20.4
8	3.8	2.6	5.7	2.4	3.0	3.1
TOTAL	100.0	100.0	100.0	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	20.772	16	0.1874

## Y093 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1084	561	232	382	96	2355
1	13.0	14.1	15.5	11.0	18.8	13.4
2	32.8	38.0	28.5	37.2	36.5	34.5
3	30.7	27.1	29.3	27.0	19.8	28.7
4	20.7	17.3	23.7	21.2	22.9	20.3
8	2.8	3.6	3.0	3.7	2.1	3.1
TOTAL	100.0	100.1	100.0	100.1	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	21.972	16	0.1441

Y094 -- REG TV VIEWING: TWILIGHT ZONE

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
REGULAR TV STATIONS?

TWILIGHT ZONE

- 1 REGULARLY
- 2 SOMETIMES
- 3 ONCE OR TWICE
- 4 NEVER
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A153 B153 C153 D126 TOTAL NPS SURVEYED IS 2,539

Y094 BY GENDER

	MALE	FEMALE	TOTAL
N=	2266	107	2373
1	19.7	21.5	19.8
2	30.2	28.0	30.1
3	24.3	23.4	24.3
4	22.6	26.2	22.7
8	3.2	.9	3.1
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	2.622	4	0.6229

Y094 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	51	748	1127	447	2373
1	19.6	20.1	18.6	22.4	19.8
2	21.6	32.0	29.1	30.7	30.1
3	27.5	23.0	25.6	22.6	24.3
4	23.5	21.9	24.2	20.1	22.7
8	7.8	3.1	2.4	4.3	3.1
TOTAL	100.0	100.1	99.9	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	17.024	12	0.1487

## Y094 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1706	424	172	57	2359
1	18.0	25.0	25.0	17.5	19.8
2	30.9	28.3	26.7	29.8	30.1
3	24.7	24.3	18.0	31.6	24.3
4	23.6	20.1	23.3	17.5	22.8
8	2.9	2.4	7.0	3.5	3.1
TOTAL	100.1	100.1	100.0	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	28.682	12	0.0044

## Y094 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	265	352	251	796	669	2333
1	23.0	23.9	26.7	19.1	14.7	19.8
2	30.2	29.0	27.5	31.8	29.2	30.0
3	24.5	22.7	21.5	24.3	26.5	24.4
4	18.5	21.9	18.7	22.5	26.8	22.8
8	3.8	2.6	5.6	2.4	3.0	3.1
TOTAL	100.0	100.1	100.0	100.1	100.2	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	39.415	16	0.0009

## Y094 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1090	570	230	387	95	2372
1	19.5	18.1	21.3	21.7	23.2	19.8
2	28.3	31.9	30.0	33.3	28.4	30.1
3	24.9	26.5	19.1	22.0	25.3	24.2
4	24.7	20.0	26.5	19.4	21.1	22.7
8	2.8	3.5	3.0	3.6	2.1	3.1
TOTAL	100.2	100.0	99.9	100.0	100.1	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	18.998	16	0.2688

X173 -- CABLE TV IN HOUSEHOLD

IS THERE CABLE TV IN THE HOUSEHOLD WHERE YOU WERE  
LIVING BEFORE YOU ENTERED THE ARMY?

- 1 YES
- 2 NO - GO TO QUESTION #129
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP

SURVEY ITEMS #: A154 B154 C154 D127 TOTAL NPS SURVEYED IS 2,539

X173 BY GENDER

	MALE	FEMALE	TOTAL
N=	2339	110	2449
1	54.9	62.7	55.3
2	42.0	36.4	41.8
8	3.1	.9	3.0
TOTAL	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	3.631	2	0.1627

X173 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	53	768	1161	467	2449
1	49.1	57.2	54.8	54.0	55.3
2	43.4	39.8	42.9	42.0	41.8
8	7.6	3.0	2.3	4.1	3.0
TOTAL	100.1	100.0	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	9.368	6	0.1539

X173 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1761	433	180	60	2434
1	54.9	55.7	57.2	58.3	55.3
2	42.3	42.0	36.1	38.3	41.7
8	2.8	2.3	6.7	3.3	3.0
TOTAL	100.0	100.0	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	11.013	6	0.0880

X173 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	272	359	264	816	698	2409
1	59.6	65.2	59.1	64.5	36.1	55.2
2	36.8	32.3	35.6	33.2	61.0	41.8
8	3.7	2.5	5.3	2.3	2.9	3.0
TOTAL	100.1	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	161.549	8	0.0001

X173 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1124	588	241	394	101	2448
1	52.9	58.3	61.8	54.3	50.5	55.2
2	44.4	38.3	35.3	42.1	47.5	41.8
8	2.7	3.4	2.9	3.6	2.0	3.0
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	12.787	8	0.1194

X747 -- WATCH CABLE ONLY:SPORTS PROGRAMMING

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON CABLE ONLY CHANNELS?

SPORTS PROGRAMMING ON CABLE ONLY CHANNELS

- 1 REGULARLY TURN ON THE TV TO WATCH IT
- 2 SOMETIMES WATCH IT-I WATCH IT IF IT HAPPENS TO BE ON WHEN I TURN ON THE TV
- 3 HAVE WATCHED IT ONCE OR TWICE
- 4 HAVE NEVER WATCHED IT
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP
- 9 NO CABLE TV IN HOUSEHOLD: VALID SKIP

SURVEY ITEMS #: A155 B155 C155 D128 TOTAL NPS SURVEYED IS 2,539

X747 BY GENDER

	MALE	FEMALE	TOTAL
N=	2295	107	2402
1	16.7	7.5	16.3
2	21.3	16.8	21.1
3	7.7	22.4	8.4
4	8.3	15.0	8.6
8	3.1	.9	3.0
9	42.8	37.4	42.6
TOTAL	99.9	100.0	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 40.459 5 0.0001

X747 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	53	756	1136	457	2402
1	17.0	15.3	18.0	13.8	16.3
2	17.0	21.6	21.2	20.6	21.1
3	9.4	9.9	7.4	8.1	8.4
4	5.7	9.7	7.2	10.5	8.6
8	7.6	3.0	2.4	4.2	3.0
9	43.4	40.5	43.8	42.9	42.6
TOTAL	100.1	100.0	100.0	100.1	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 22.534 15 0.0945

X747 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1728	424	175	60	2387
1	14.4	22.6	18.9	20.0	16.3
2	21.8	19.8	20.0	15.0	21.2
3	8.8	6.1	6.9	16.7	8.4
4	9.0	6.1	10.3	6.7	8.6
8	2.8	2.4	6.9	3.3	3.1
9	43.1	42.9	37.1	38.3	42.5
TOTAL	99.9	99.9	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	40.694	15	0.0004

X747 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	266	354	260	801	685	2366
1	16.5	17.2	18.1	20.0	10.4	16.2
2	26.7	26.8	23.9	24.1	11.8	21.2
3	7.1	12.2	9.2	9.5	5.4	8.4
4	8.3	8.5	7.3	10.2	7.3	8.6
8	3.8	2.5	5.4	2.4	2.9	3.0
9	37.6	32.8	36.2	33.8	62.2	42.6
TOTAL	100.0	100.0	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	178.244	20	0.0001

X747 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1098	576	239	388	100	2401
1	15.5	18.6	18.8	15.0	12.0	16.3
2	21.0	21.4	21.3	21.1	19.0	21.1
3	7.7	7.3	13.0	8.3	11.0	8.4
4	7.6	10.2	8.4	9.3	8.0	8.6
8	2.7	3.5	2.9	3.6	2.0	3.0
9	45.5	39.1	35.6	42.8	48.0	42.6
TOTAL	100.0	100.1	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	25.387	20	0.1870



X748 -- WATCH CABLE ONLY:MOVIES W/OUT COMMERCIAL

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON CABLE ONLY CHANNELS?

MOVIES WITHOUT COMMERCIALS ON CABLE ONLY CHANNELS

- 1 REGULARLY TURN ON THE TV TO WATCH IT
- 2 SOMETIMES WATCH IT-I WATCH IT IF IT HAPPENS TO BE ON WHEN I TURN ON THE TV
- 3 HAVE WATCHED IT ONCE OR TWICE
- 4 HAVE NEVER WATCHED IT
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP
- 9 NO CABLE TV IN HOUSEHOLD: VALID SKIP

SURVEY ITEMS #: A155 B155 C155 D128 TOTAL NPS SURVEYED IS 2,539

X748 BY GENDER

	MALE	FEMALE	TOTAL
N=	2306	107	2413
1	28.2	21.5	27.9
2	17.5	29.0	18.0
3	4.3	5.6	4.4
4	4.3	5.6	4.3
8	3.1	.9	3.0
9	42.6	37.4	42.4
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	12.206	5	0.0321

X748 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	53	762	1144	454	2413
1	17.0	26.0	29.6	28.2	27.9
2	17.0	20.6	16.2	18.5	18.0
3	7.6	5.8	3.7	3.3	4.4
4	7.6	4.5	4.7	2.6	4.3
8	7.6	3.0	2.4	4.2	3.0
9	43.4	40.2	43.5	43.2	42.4
TOTAL	100.2	100.1	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	29.925	15	0.0122

X748 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1740	422	176	60	2398
1	26.8	32.5	27.3	31.7	27.9
2	19.2	14.2	17.1	15.0	18.1
3	3.9	4.5	7.4	5.0	4.3
4	4.5	3.3	4.6	6.7	4.3
8	2.8	2.4	6.8	3.3	3.0
9	42.8	43.1	36.9	38.3	42.3
TOTAL	100.0	100.0	100.1	100.0	99.9

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	26.634	15	0.0319

X748 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	269	355	259	806	690	2379
1	34.2	33.0	29.7	33.4	16.1	28.0
2	18.2	21.7	19.7	21.3	11.5	18.0
3	3.7	5.4	4.3	4.7	3.8	4.4
4	3.0	4.8	4.6	4.6	4.1	4.3
8	3.7	2.5	5.4	2.4	2.9	3.0
9	37.2	32.7	36.3	33.6	61.7	42.3
TOTAL	100.0	100.1	100.0	100.0	100.1	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	172.771	20	0.0001

X748 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1109	578	235	390	100	2412
1	28.4	29.1	32.8	24.6	17.0	27.9
2	16.4	19.7	18.7	19.2	19.0	18.0
3	3.4	4.8	5.1	5.4	6.0	4.4
4	4.1	4.0	4.3	4.6	8.0	4.3
8	2.7	3.5	3.0	3.6	2.0	3.0
9	45.0	38.9	36.2	42.6	48.0	42.4
TOTAL	100.0	100.0	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	26.842	20	0.1398

X749 -- WATCH CABLE ONLY:MOVIES W/ COMMERCIALS

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON CABLE ONLY CHANNELS?

MOVIES WITH COMMERCIALS ON CABLE ONLY CHANNELS

- 1 REGULARLY TURN ON THE TV TO WATCH IT
- 2 SOMETIMES WATCH IT-I WATCH IT IF IT HAPPENS TO BE ON WHEN I TURN ON THE TV
- 3 HAVE WATCHED IT ONCE OR TWICE
- 4 HAVE NEVER WATCHED IT
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP
- 9 NO CABLE TV IN HOUSEHOLD: VALID SKIP

SURVEY ITEMS #: A155 B155 C155 D128 TOTAL NPS SURVEYED IS 2,539

X749 BY GENDER

	MALE	FEMALE	TOTAL
N=	2274	108	2382
1	9.9	8.3	9.8
2	25.6	32.4	25.9
3	9.5	10.2	9.6
4	8.6	11.1	8.7
8	3.2	.9	3.1
9	43.2	37.0	43.0
TOTAL	100.0	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	5.520	5	0.3558

X749 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	53	753	1130	446	2382
1	11.3	8.0	10.9	10.1	9.8
2	28.3	26.6	25.8	24.7	25.9
3	3.8	12.1	8.7	8.3	9.6
4	5.7	9.7	8.1	8.7	8.7
8	7.6	3.1	2.4	4.3	3.1
9	43.4	40.6	44.1	44.0	43.0
TOTAL	100.1	100.1	100.0	100.1	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	23.577	15	0.0726

X749 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1718	416	173	60	2367
1	9.4	12.3	8.1	11.7	9.8
2	27.0	24.5	19.7	25.0	26.0
3	9.0	8.4	17.3	10.0	9.5
4	8.4	8.7	10.4	11.7	8.7
8	2.9	2.4	6.9	3.3	3.1
9	43.4	43.8	37.6	38.3	42.9
TOTAL	100.1	100.1	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	31.739	15	0.0070

X749 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	265	349	256	797	681	2348
1	9.4	11.8	9.4	13.1	5.7	9.9
2	25.3	31.2	28.1	32.4	15.3	26.0
3	11.7	11.5	12.5	10.5	5.0	9.4
4	12.1	9.7	7.8	7.7	8.5	8.7
8	3.8	2.6	5.5	2.4	2.9	3.1
9	37.7	33.2	36.7	34.0	62.6	42.9
TOTAL	100.0	100.0	100.0	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	188.367	20	0.0001

X749 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1087	574	235	385	100	2381
1	10.4	10.1	9.8	8.3	8.0	9.8
2	24.7	28.9	26.4	24.9	25.0	25.9
3	8.3	8.9	14.5	11.4	8.0	9.5
4	8.0	9.4	10.2	8.6	9.0	8.7
8	2.8	3.5	3.0	3.6	2.0	3.1
9	45.9	39.2	36.2	43.1	48.0	43.0
TOTAL	100.1	100.0	100.1	99.9	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	24.466	20	0.2226

X750 -- WATCH CABLE ONLY: RERUNS OF OLD PROGRAMS

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON CABLE ONLY CHANNELS?

RERUNS OF OLD PROGRAMS ON CABLE ONLY CHANNELS

- 1 REGULARLY TURN ON THE TV TO WATCH IT
- 2 SOMETIMES WATCH IT-I WATCH IT IF IT HAPPENS TO BE ON WHEN I TURN ON THE TV
- 3 HAVE WATCHED IT ONCE OR TWICE
- 4 HAVE NEVER WATCHED IT
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP
- 9 NO CABLE TV IN HOUSEHOLD: VALID SKIP

SURVEY ITEMS #: A155 B155 C155 D128 TOTAL NPS SURVEYED IS 2,539

X750 BY GENDER

	MALE	FEMALE	TOTAL
N=	2277	106	2383
1	10.3	12.3	10.4
2	22.5	27.4	22.7
3	12.0	15.1	12.2
4	8.8	6.6	8.7
8	3.2	.9	3.1
9	43.2	37.7	42.9
TOTAL	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	5.105	5	0.4032

X750 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	53	749	1133	448	2383
1	9.4	9.1	10.9	11.6	10.4
2	18.9	26.8	21.5	19.2	22.7
3	13.2	12.7	12.3	10.9	12.2
4	7.6	7.5	9.0	10.3	8.7
8	7.6	3.1	2.4	4.2	3.1
9	43.4	40.9	44.0	43.8	42.9
TOTAL	100.1	100.1	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	23.083	15	0.0824

X750 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1719	417	173	59	2368
1	10.3	10.6	11.0	8.5	10.4
2	23.0	22.8	23.1	15.3	22.8
3	12.3	11.5	11.6	13.6	12.2
4	8.1	9.1	9.8	20.3	8.7
8	2.9	2.4	6.9	3.4	3.1
9	43.3	43.7	37.6	39.0	42.9
TOTAL	99.9	100.1	100.0	100.1	100.1

STATISTIC VALUE D.F. PROB.  
CHISQUARE 22.997 15 0.0842

X750 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	265	352	254	798	681	2350
1	10.2	12.5	12.2	13.3	5.4	10.4
2	24.5	28.1	26.4	26.7	13.8	22.9
3	13.2	13.1	9.1	15.5	8.4	12.1
4	10.6	10.8	9.8	8.2	6.9	8.6
8	3.8	2.6	5.5	2.4	2.9	3.1
9	37.7	33.0	37.0	34.0	62.6	42.9
TOTAL	100.0	100.1	100.0	100.1	100.0	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 179.441 20 0.0001

X750 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1096	567	235	384	100	2382
1	10.8	10.6	12.3	8.6	8.0	10.4
2	20.2	24.5	25.1	24.5	28.0	22.7
3	11.9	12.4	16.6	11.2	7.0	12.1
4	8.9	9.4	6.8	8.9	7.0	8.7
8	2.7	3.5	3.0	3.7	2.0	3.1
9	45.5	39.7	36.2	43.2	48.0	43.0
TOTAL	100.0	100.1	100.0	100.1	100.0	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 24.904 20 0.2051

X751 -- WATCH CABLE ONLY:MUSIC VIDEOS (NOT MTV)

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON CABLE ONLY CHANNELS?

MUSIC VIDEOS (NOT INCLUDING MTV) ON CABLE ONLY CHANNELS

- 1 REGULARLY TURN ON THE TV TO WATCH IT
- 2 SOMETIMES WATCH IT-I WATCH IT IF IT HAPPENS TO BE ON WHEN I TURN ON THE TV
- 3 HAVE WATCHED IT ONCE OR TWICE
- 4 HAVE NEVER WATCHED IT
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP
- 9 NO CABLE TV IN HOUSEHOLD: VALID SKIP

SURVEY ITEMS #: A155 B155 C155 D128 TOTAL NPS SURVEYED IS 2,539

X751 BY GENDER

	MALE	FEMALE	TOTAL
N=	2287	108	2395
1	15.1	19.4	15.3
2	19.4	21.3	19.5
3	10.3	15.7	10.5
4	9.1	5.6	8.9
8	3.2	.9	3.1
9	43.0	37.0	42.7
TOTAL	100.1	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	8.348	5	0.1381

X751 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	53	754	1137	451	2395
1	7.6	13.9	16.9	14.6	15.3
2	11.3	21.0	18.4	20.6	19.5
3	15.1	11.8	10.4	8.2	10.5
4	15.1	9.7	8.2	8.9	8.9
8	7.6	3.1	2.4	4.2	3.1
9	43.4	40.6	43.8	43.5	42.7
TOTAL	100.1	100.1	100.1	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	25.071	15	0.0490

X751 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1725	421	175	60	2381
1	12.4	25.9	17.7	20.0	15.4
2	21.5	13.5	16.6	13.3	19.5
3	10.8	9.0	11.4	10.0	10.5
4	9.3	5.9	10.3	15.0	9.0
8	2.8	2.4	6.9	3.3	3.1
9	43.2	43.2	37.1	38.3	42.6
TOTAL	100.0	99.9	100.0	99.9	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	73.950	15	0.0001

X751 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	266	353	258	801	681	2359
1	18.4	15.6	15.1	19.9	8.5	15.3
2	18.4	26.4	19.8	23.6	11.3	19.5
3	10.9	13.6	11.6	11.7	7.2	10.6
4	10.9	9.1	11.6	8.6	7.5	8.9
8	3.8	2.6	5.4	2.4	2.9	3.1
9	37.6	32.9	36.4	33.8	62.6	42.7
TOTAL	100.0	100.2	99.9	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	185.200	20	0.0001

X751 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1096	576	236	385	101	2394
1	16.6	15.6	18.6	11.2	7.9	15.3
2	18.1	21.4	22.9	19.2	16.8	19.5
3	9.0	12.2	11.4	12.0	8.9	10.5
4	8.0	8.3	8.1	10.9	16.8	8.9
8	2.7	3.5	3.0	3.6	2.0	3.1
9	45.5	39.1	36.0	43.1	47.5	42.7
TOTAL	99.9	100.1	100.0	100.0	99.9	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	38.306	20	0.0081



## X752 -- WATCH CABLE ONLY:MTV

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON CABLE ONLY CHANNELS?

## MTV - ON CABLE ONLY CHANNELS

- 1 REGULARLY TURN ON THE TV TO WATCH IT
- 2 SOMETIMES WATCH IT-I WATCH IT IF IT HAPPENS TO BE ON WHEN I TURN ON THE TV
- 3 HAVE WATCHED IT ONCE OR TWICE
- 4 HAVE NEVER WATCHED IT
- 8 ! DON'T REGULARLY WATCH TV: VALID SKIP
- 9 NO CABLE TV IN HOUSEHOLD: VALID SKIP

SURVEY ITEMS #: A155 B155 C155 D128 TOTAL NPS SURVEYED IS 2,539

## X752 BY GENDER

	MALE	FEMALE	TOTAL
N=	2292	108	2400
1	21.8	22.2	21.8
2	16.2	23.2	16.5
3	7.0	8.3	7.0
4	8.9	8.3	8.9
8	3.1	.9	3.0
9	42.9	37.0	42.6
TOTAL	99.9	99.9	99.8

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	5.796	5	0.3266

## X752 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	53	759	1136	452	2400
1	13.2	20.2	22.4	24.3	21.8
2	11.3	19.5	15.9	13.7	16.5
3	11.3	7.9	6.5	6.4	7.0
4	13.2	9.1	9.0	8.0	8.9
8	7.6	3.0	2.4	4.2	3.0
9	43.4	40.3	43.8	43.4	42.6
TOTAL	100.0	100.0	100.0	100.0	99.8

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	24.613	15	0.0554

X752 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1731	418	176	60	2385
1	22.3	17.5	26.7	25.0	21.8
2	17.0	15.8	15.3	10.0	16.5
3	6.0	10.3	8.0	11.7	7.0
4	8.8	10.5	6.3	11.7	9.0
8	2.8	2.4	6.8	3.3	3.1
9	43.0	43.5	36.9	38.3	42.6
TOTAL	99.9	100.0	100.0	100.0	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 32.957 15 0.0048

X752 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	266	354	257	799	690	2366
1	22.6	26.3	25.7	27.5	11.0	21.8
2	18.1	23.5	17.1	19.4	9.3	16.7
3	8.7	7.6	9.0	7.8	4.8	7.1
4	9.4	7.3	6.2	9.0	10.3	8.9
8	3.8	2.5	5.5	2.4	2.9	3.0
9	37.6	32.8	36.6	33.9	61.7	42.6
TOTAL	100.2	100.0	100.1	100.0	100.0	100.1

STATISTIC VALUE D.F. PROB.  
CHISQUARE 195.138 20 0.0001

X752 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1095	576	240	388	101	2400
1	23.7	22.2	27.9	17.0	4.0	21.8
2	13.5	19.3	20.0	18.0	19.8	16.5
3	6.0	7.6	7.9	8.0	8.9	7.0
4	8.5	8.3	5.8	10.6	17.8	8.9
8	2.7	3.5	2.9	3.6	2.0	3.0
9	45.6	39.1	35.4	42.8	47.5	42.6
TOTAL	100.0	100.0	99.9	100.0	100.0	99.8

STATISTIC VALUE D.F. PROB.  
CHISQUARE 61.477 20 0.0001

X753 -- WATCH CABLE ONLY:NEWS

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON CABLE ONLY CHANNELS?

NEWS ON CABLE ONLY CHANNELS

- 1 REGULARLY TURN ON THE TV TO WATCH IT
- 2 SOMETIMES WATCH IT-I WATCH IT IF IT HAPPENS TO BE ON WHEN I TURN ON THE TV
- 3 HAVE WATCHED IT ONCE OR TWICE
- 4 HAVE NEVER WATCHED IT
- 8 I DON'T REGULARLY WATCH TV: VALID SKIP
- 9 NO CABLE TV IN HOUSEHOLD: VALID SKIP

SURVEY ITEMS #: A155 B155 C155 D128 TOTAL NPS SURVEYED IS 2,539

X753 BY GENDER

	MALE	FEMALE	TOTAL
N=	2275	106	2381
1	8.1	6.6	8.1
2	18.3	22.6	18.5
3	14.4	16.0	14.5
4	12.8	16.0	13.0
8	3.2	.9	3.1
9	43.2	37.7	43.0
TOTAL	100.0	99.8	100.2

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	4.664	5	0.4583

X753 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	53	751	1131	446	2381
1	15.1	9.5	6.6	8.5	8.1
2	13.2	21.0	17.3	17.7	18.5
3	13.2	14.4	15.0	13.2	14.5
4	7.6	11.3	14.6	12.3	13.0
8	7.6	3.1	2.4	4.3	3.1
9	43.4	40.8	44.0	44.0	43.0
TOTAL	100.1	100.1	99.9	100.0	100.2

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	26.947	15	0.0292

X753 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1717	416	173	60	2366
1	7.2	10.3	10.4	6.7	8.0
2	18.7	18.5	18.5	16.7	18.6
3	14.6	13.0	14.5	20.0	14.4
4	13.3	12.0	12.1	15.0	13.0
8	2.9	2.4	6.9	3.3	3.1
9	43.4	43.8	37.6	38.3	42.9
TOTAL	100.1	100.0	100.0	100.0	100.0

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	19.126	15	0.2081

X753 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	266	352	251	795	683	2347
1	10.2	13.1	7.6	9.6	3.2	8.1
2	22.6	21.3	20.7	20.9	11.6	18.4
3	15.4	14.5	13.2	19.3	9.4	14.6
4	10.5	15.6	15.5	13.8	10.5	13.0
8	3.8	2.6	5.6	2.4	2.9	3.1
9	37.6	33.0	37.5	34.1	62.4	42.9
TOTAL	100.1	100.1	100.1	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	185.716	20	0.0001

X753 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1092	570	233	385	100	2380
1	6.3	7.0	9.9	12.5	12.0	8.1
2	16.9	19.8	18.5	19.5	24.0	18.5
3	14.3	16.0	19.3	11.4	7.0	14.4
4	14.0	14.2	12.9	9.9	7.0	13.0
8	2.8	3.5	3.0	3.6	2.0	3.1
9	45.7	39.5	36.5	43.1	48.0	43.0
TOTAL	100.0	100.0	100.1	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	46.940	20	0.0006

X754      -- WATCH CABLE ONLY:OTHER PROGRAMS

DO YOU WATCH ANY OF THE FOLLOWING PROGRAMS OR PROGRAMMING TYPES ON  
CABLE ONLY CHANNELS?

OTHER PROGRAMS ON CABLE ONLY CHANNELS

- 1    REGULARLY TURN ON THE TV TO WATCH IT
- 2    SOMETIMES WATCH IT-I WATCH IT IF IT HAPPENS  
     TO BE ON WHEN I TURN ON THE TV
- 3    HAVE WATCHED IT ONCE OR TWICE
- 4    HAVE NEVER WATCHED IT
- 8    I DON'T REGULARLY WATCH TV: VALID SKIP
- 9    NO CABLE TV IN HOUSEHOLD: VALID SKIP

SURVEY ITEMS #: A155 B155 C155 D128      TOTAL NPS SURVEYED IS 2,539

X754      BY GENDER

	MALE	FEMALE	TOTAL
N=	2278	108	2386
1	13.3	13.0	13.3
2	24.8	33.3	25.2
3	10.1	10.2	10.1
4	5.5	5.6	5.5
8	3.2	.9	3.1
9	43.2	37.0	42.9
TOTAL	100.1	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	5.607	5	0.3463

X754      BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	53	754	1135	444	2386
1	17.0	11.8	13.7	14.2	13.3
2	18.9	28.1	24.6	22.3	25.2
3	7.6	11.7	9.3	9.9	10.1
4	5.7	4.8	6.1	5.2	5.5
8	7.6	3.1	2.4	4.3	3.1
9	43.4	40.6	43.9	44.1	42.9
TOTAL	100.2	100.1	100.0	100.0	100.1

STATISTIC	VALUE	D.F.	PROB.
CHISQUARE	20.359	15	0.1586

X754 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1719	419	174	59	2371
1	11.6	18.6	14.4	17.0	13.2
2	26.4	22.2	21.3	23.7	25.2
3	10.3	7.9	13.2	15.3	10.2
4	5.5	5.5	6.9	1.7	5.5
8	2.9	2.4	6.9	3.4	3.1
9	43.3	43.4	37.4	39.0	42.8
TOTAL	100.0	100.0	100.1	100.1	100.0

STATISTIC VALUE D.F. PROB.  
CHISQUARE 35.390 15 0.0022

X754 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	264	350	252	800	686	2352
1	13.3	16.0	12.7	17.4	7.4	13.3
2	28.8	30.9	27.8	29.1	15.6	25.3
3	11.0	11.7	8.7	12.6	6.7	10.2
4	5.3	5.7	7.9	4.6	5.3	5.4
8	3.8	2.6	5.6	2.4	2.9	3.1
9	37.9	33.1	37.3	33.9	62.1	42.8
TOTAL	100.1	100.0	100.0	100.0	100.0	100.1

STATISTIC VALUE D.F. PROB.  
CHISQUARE 177.004 20 0.0001

X754 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1095	574	234	382	100	2385
1	13.4	13.8	16.7	11.8	7.0	13.3
2	23.0	27.0	24.8	27.5	30.0	25.2
3	8.7	12.0	16.2	8.1	8.0	10.1
4	6.6	4.5	3.0	5.5	5.0	5.5
8	2.7	3.5	3.0	3.7	2.0	3.1
9	45.6	39.2	36.3	43.5	48.0	42.9
TOTAL	100.0	100.0	100.0	100.1	100.0	100.1

STATISTIC VALUE D.F. PROB.  
CHISQUARE 39.440 20 0.0059

X534 -- READ MAGAZINE: PEOPLE

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

PEOPLE

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,539

X534 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2164	108	2272	X	DF	P
A	5.0	7.4	5.2	1.183	1	0.2767
B	4.1	5.6	4.1	0.575	1	0.4483
C	16.1	22.2	16.4	2.833	1	0.0923
D	75.2	65.7	74.7	4.859	1	0.0275

X534 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	47	713	1081	431	2272	X	DF	P
A	4.3	5.1	5.6	4.4	5.2	0.932	3	0.8177
B	.0	4.8	3.7	4.6	4.1	3.540	3	0.3156
C	21.3	18.1	15.2	16.0	16.4	3.547	3	0.3147
D	76.6	72.2	76.0	75.4	74.7	3.535	3	0.3163

X534 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1627	408	166	58	2259	X	DF	P
A	4.2	8.3	5.4	5.2	5.1	11.349	3	0.0100
B	3.1	7.6	5.4	5.2	4.2	17.194	3	0.0006
C	16.2	16.7	17.5	17.2	16.4	0.255	3	0.9683
D	76.9	67.7	72.3	72.4	74.8	15.561	3	0.0014

X534 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	257	337	239	769	643	2245	X	DF	P
A	7.8	5.3	4.6	5.2	4.0	5.1	5.457	4	0.2436
B	7.4	3.9	3.8	3.8	3.6	4.1	7.777	4	0.1001
C	16.0	19.9	18.4	16.0	14.5	16.4	5.574	4	0.2333
D	68.9	71.5	74.1	75.3	78.4	74.7	11.250	4	0.0239

X534 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1048	545	222	366	90	2271	X	DF	P
A	4.6	6.6	6.3	3.6	6.7	5.2	6.003	4	0.1989
B	3.3	4.8	5.0	5.5	2.2	4.1	5.062	4	0.2810
C	15.0	17.1	12.6	19.7	24.4	16.4	11.154	4	0.0249
D	77.7	71.7	76.6	71.3	67.8	74.7	12.345	4	0.0150



X535 -- READ MAGAZINE: HOT ROD

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

HOT ROD

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,539

X535 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2186	108	2294	X	DF	P
A	12.9	2.8	12.4	9.634	1	0.0019
B	4.4	1.9	4.3	1.623	1	0.2026
C	19.9	1.9	19.0	21.665	1	0.0001
D	64.0	93.5	65.4	39.528	1	0.0001

X535 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	46	715	1094	439	2294	X	DF	P
A	4.4	8.5	13.6	16.4	12.4	20.592	3	0.0001
B	.0	3.6	4.2	5.9	4.3	5.696	3	0.1274
C	6.5	15.8	21.0	20.5	19.0	12.950	3	0.0047
D	89.1	72.7	62.2	59.2	65.4	40.909	3	0.0001

X535 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1652	406	165	58	2281	X	DF	P
A	13.6	7.9	10.9	8.6	12.3	11.057	3	0.0114
B	4.9	3.2	.6	3.5	4.3	8.298	3	0.0402
C	20.5	13.1	17.6	20.7	19.0	12.141	3	0.0069
D	62.4	75.9	70.9	69.0	65.5	29.011	3	0.0001

X535 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	256	337	243	772	658	2266	X	DF	P
A	6.3	8.9	12.8	13.9	14.4	12.3	16.855	4	0.0021
B	3.1	3.6	3.3	4.2	5.6	4.3	4.769	4	0.3119
C	14.1	18.1	16.5	20.5	20.7	19.0	7.513	4	0.1112
D	77.3	69.4	68.7	62.6	61.1	65.5	27.911	4	0.0001

X535 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1064	553	221	364	91	2293	X	DF	P
A	13.5	14.7	12.7	7.1	5.5	12.4	17.118	4	0.0018
B	5.1	4.3	1.8	3.9	2.2	4.3	6.077	4	0.1935
C	20.2	20.6	18.1	15.7	9.9	19.0	9.617	4	0.0474
D	62.7	61.3	68.3	73.9	82.4	65.5	31.692	4	0.0001

X536 -- READ MAGAZINE: SPORTS AFIELD

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

SPORTS AFIELD

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,539

X536 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2153	107	2260	X	DF	P
A	9.3	.9	8.9	8.839	1	0.0029
B	4.8	1.9	4.7	1.955	1	0.1621
C	12.0	3.7	11.6	6.815	1	0.0090
D	74.6	93.5	75.4	19.676	1	0.0001

X536 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	46	707	1079	428	2260	X	DF	P
A	6.5	6.4	9.9	11.0	8.9	9.546	3	0.0228
B	2.2	3.7	4.7	6.3	4.7	4.817	3	0.1857
C	15.2	12.3	11.2	11.2	11.6	1.143	3	0.7668
D	76.1	78.4	74.4	73.1	75.4	5.099	3	0.1647

## X536 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1623	402	163	58	2246	X	DF	P
A	8.0	11.2	11.7	8.6	8.9	5.747	3	0.1246
B	4.4	6.2	3.1	6.9	4.7	4.066	3	0.2544
C	12.2	10.0	8.6	13.8	11.6	3.354	3	0.3402
D	76.2	73.1	76.7	70.7	75.6	2.517	3	0.4722

## X536 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	254	335	235	764	644	2232	X	DF	P
A	7.9	8.4	6.4	9.8	9.0	8.8	3.087	4	0.5434
B	4.3	3.6	4.3	4.3	5.4	4.5	2.060	4	0.7248
C	10.2	12.8	8.5	11.1	13.5	11.7	5.546	4	0.2357
D	77.6	76.7	81.3	75.1	73.0	75.7	7.354	4	0.1183

## X536 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1038	547	222	361	91	2259	X	DF	P
A	9.5	9.3	9.0	7.2	6.6	8.9	2.510	4	0.6429
B	4.5	4.9	6.3	4.4	1.1	4.7	4.138	4	0.3877
C	11.2	12.4	10.8	11.1	15.4	11.6	2.053	4	0.7261
D	75.5	73.7	74.3	77.8	78.0	75.4	2.522	4	0.6407

X537 -- READ MAGAZINE: OMNI

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

OMNI

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,539

X537 BY GENDER

	MALE	FEMALE	TOTAL
N=	2145	108	2253
A	2.8	1.9	2.8
B	2.1	1.9	2.1
C	8.8	9.3	8.8
D	86.7	88.0	86.7

2		
X	DF	P
0.372	1	0.5418
0.030	1	0.8614
0.031	1	0.8594
0.150	1	0.6984

X537 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	46	704	1077	426	2253
A	2.2	2.1	3.3	2.8	2.8
B	4.4	2.8	1.7	1.6	2.1
C	2.2	12.1	6.8	9.2	8.8
D	91.3	83.1	88.9	86.9	86.7

2		
X	DF	P
2.029	3	0.5665
4.432	3	0.2184
17.492	3	0.0006
13.154	3	0.0043

X537 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1618	399	165	58	2240	X	DF	P
A	2.4	3.0	5.5	5.2	2.8	6.814	3	0.0781
B	2.0	2.5	2.4	.0	2.1	1.782	3	0.6190
C	8.5	9.0	8.5	15.5	8.8	3.456	3	0.3265
D	87.5	86.2	84.2	79.3	86.8	4.499	3	0.2123

X537 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	253	333	240	761	640	2227	X	DF	P
A	2.8	3.0	5.0	2.6	2.2	2.8	5.225	4	0.2650
B	3.2	2.1	2.1	1.8	1.9	2.1	1.813	4	0.7701
C	11.9	13.2	9.2	8.5	5.0	8.7	22.913	4	0.0001
D	82.6	82.0	84.6	87.4	91.3	86.8	23.004	4	0.0001

X537 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1039	541	220	363	89	2252	X	DF	P
A	2.6	3.0	2.7	1.7	7.9	2.8	10.506	4	0.0327
B	1.2	2.0	2.3	5.0	1.1	2.1	19.515	4	0.0006
C	7.0	7.2	12.3	13.8	10.1	8.8	20.485	4	0.0004
D	89.6	88.5	82.7	79.6	82.0	86.8	29.818	4	0.0001

X538 -- READ MAGAZINE: POPULAR MECHANICS

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

POPULAR MECHANICS

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,539

X538 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2144	107	2251	X	DF	P
A	7.6	.9	7.3	6.708	1	0.0096
B	6.0	7.5	6.0	0.407	1	0.5233
C	14.9	2.8	14.3	12.122	1	0.0005
D	71.8	89.7	72.7	16.429	1	0.0001

X538 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	47	705	1079	420	2251	X	DF	P
A	8.5	5.3	8.6	7.1	7.3	7.290	3	0.0632
B	6.4	7.0	5.5	6.0	6.0	1.666	3	0.6444
C	12.8	12.1	14.9	16.7	14.3	5.243	3	0.1548
D	74.5	75.9	71.4	70.5	72.7	5.697	3	0.1273

X538 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1623	394	165	56	2238	X	DF	P
A	7.2	7.9	5.5	8.9	7.2	1.255	3	0.7399
B	6.3	5.1	6.7	3.6	6.0	1.533	3	0.6746
C	15.1	10.9	12.7	16.1	14.2	5.013	3	0.1709
D	71.8	76.4	75.2	71.4	72.8	3.940	3	0.2680

X538 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	248	331	238	762	647	2226	X	DF	P
A	6.5	5.4	5.9	8.4	7.6	7.2	4.118	4	0.3903
B	5.7	7.0	6.7	5.0	6.7	6.0	2.660	4	0.6163
C	9.3	16.0	13.0	13.9	15.8	14.2	7.471	4	0.1130
D	79.0	71.9	74.4	73.0	70.5	72.9	7.070	4	0.1322

X538 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1041	541	219	360	89	2250	X	DF	P
A	7.4	8.9	6.4	4.4	10.1	7.3	7.646	4	0.1054
B	6.2	5.6	4.1	6.9	9.0	6.0	3.573	4	0.4669
C	13.5	16.3	15.1	12.2	18.0	14.3	4.685	4	0.3211
D	73.5	69.3	74.4	76.7	64.0	72.7	9.992	4	0.0406



X539 -- READ MAGAZINE: EBONY

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

EBONY

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,539

X539 BY GENDER

	MALE	FEMALE	TOTAL
N=	2147	109	2256
A	8.4	14.7	8.7
B	3.3	8.3	3.5
C	4.1	5.5	4.1
D	84.7	73.4	84.1

2		
X	DF	P
5.082	1	0.0242
7.664	1	0.0056
0.554	1	0.4568
9.890	1	0.0017

X539 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	46	707	1076	427	2256
A	4.4	10.8	8.5	6.6	8.7
B	.0	3.7	3.4	3.8	3.5
C	6.5	6.1	2.4	4.9	4.1
D	91.3	80.2	86.1	85.0	84.1

2		
X	DF	P
7.356	3	0.0614
1.823	3	0.6100
16.147	3	0.0011
13.210	3	0.0042

## X539 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1608	416	163	56	2243	X	DF	P
A	.5	43.8	3.1	3.6	8.8	781.220	3	0.0001
B	.2	17.1	2.5	1.8	3.5	278.308	3	0.0001
C	.9	15.9	2.5	10.7	4.1	196.795	3	0.0001
D	98.5	25.2	92.6	83.9	84.1	338.231	3	0.0001

## X539 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	257	333	238	762	642	2232	X	DF	P
A	16.0	13.5	8.4	6.4	6.1	8.7	37.306	4	0.0001
B	9.0	3.0	4.2	3.3	1.6	3.5	30.512	4	0.0001
C	7.4	6.9	4.2	2.6	2.8	4.0	21.035	4	0.0003
D	68.1	77.2	83.2	88.5	89.9	84.3	88.869	4	0.0001

## X539 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1038	544	222	361	90	2255	X	DF	P
A	7.6	9.6	10.4	10.3	6.7	8.7	4.365	4	0.3588
B	2.4	4.2	3.2	5.8	3.3	3.5	10.331	4	0.0352
C	3.0	3.7	6.3	6.4	5.6	4.1	11.423	4	0.0222
D	87.5	82.7	81.1	78.1	85.6	84.1	20.967	4	0.0003

X540 -- READ MAGAZINE: TV GUIDE

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

TV GUIDE

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,539

X540 BY GENDER

	MALE	FEMALE	TOTAL		2	
N=	2153	108	2261	X	DF	P
A	16.3	17.6	16.3	0.134	1	0.7139
B	11.3	17.6	11.6	3.992	1	0.0457
C	15.9	18.5	16.0	0.530	1	0.4664
D	57.7	49.1	57.3	3.118	1	0.0775

X540 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL		2	
N=	47	707	1085	422	2261	X	DF	P
A	19.2	15.6	16.3	17.3	16.3	0.871	3	0.8323
B	8.5	11.2	11.4	13.0	11.6	1.440	3	0.6962
C	17.0	18.1	14.7	15.9	16.0	3.831	3	0.2803
D	57.5	55.5	59.3	55.2	57.3	3.452	3	0.3270

X540 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1619	405	165	58	2247	X	DF	P
A	13.8	27.7	15.8	10.3	16.3	47.307	3	0.0001
B	11.0	13.3	13.9	10.3	11.6	2.732	3	0.4349
C	15.7	15.8	14.6	29.3	16.0	8.042	3	0.0451
D	61.0	44.0	56.4	50.0	57.3	39.696	3	0.0001

X540 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	254	334	238	769	644	2239	X	DF	P
A	20.1	21.3	14.3	15.3	14.1	16.3	12.118	4	0.0165
B	13.4	12.3	11.8	11.6	10.4	11.6	1.846	4	0.7640
C	17.7	18.3	11.3	17.0	14.8	16.0	7.014	4	0.1352
D	50.0	50.0	63.9	57.6	61.0	57.3	20.675	4	0.0004

X540 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1044	542	222	357	95	2260	X	DF	P
A	16.3	17.5	13.1	16.8	14.7	16.3	2.543	4	0.6370
B	13.0	11.1	9.9	10.6	6.3	11.6	5.747	4	0.2188
C	13.4	15.9	16.2	23.0	19.0	16.0	18.724	4	0.0009
D	59.1	56.6	60.8	49.9	61.1	57.3	11.220	4	0.0242

X541 -- READ MAGAZINE: MOTOR TREND

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

MOTOR TREND

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,539

X541 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2143	106	2249	X	DF	P
A	9.5	.0	9.1	11.097	1	0.0009
B	3.5	.9	3.4	2.022	1	0.1551
C	15.0	2.8	14.4	12.090	1	0.0005
D	72.5	97.2	73.7	31.657	1	0.0001

X541 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	46	702	1078	423	2249	X	DF	P
A	8.7	6.8	9.4	12.1	9.1	8.941	3	0.0301
B	2.2	2.0	3.5	5.4	3.4	9.886	3	0.0196
C	6.5	14.5	15.0	13.5	14.4	2.963	3	0.3974
D	84.8	76.9	72.5	70.0	73.7	10.443	3	0.0152

## X541 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1621	396	163	56	2236	X	DF	P
A	9.2	8.8	8.0	8.9	9.0	0.291	3	0.9618
B	3.1	3.5	4.9	3.6	3.3	1.633	3	0.6519
C	14.2	13.6	14.7	19.6	14.3	1.488	3	0.6851
D	74.2	74.0	73.6	67.9	73.9	1.122	3	0.7718

## X541 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	251	332	237	762	644	2226	X	DF	P
A	8.0	9.9	12.2	8.1	9.0	9.1	4.361	4	0.3593
B	4.0	1.5	2.5	3.8	3.7	3.3	5.093	4	0.2779
C	12.4	16.6	15.2	14.3	14.0	14.4	2.336	4	0.6743
D	76.5	72.6	70.9	74.3	73.6	73.7	2.325	4	0.6762

## X541 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1040	543	217	356	92	2248	X	DF	P
A	10.1	9.6	7.8	6.7	6.5	9.1	4.961	4	0.2913
B	3.9	2.8	2.8	2.8	4.4	3.4	2.511	4	0.6426
C	14.4	14.7	13.4	14.9	12.0	14.4	0.752	4	0.9448
D	72.1	73.3	76.0	76.1	79.4	73.7	4.598	4	0.3311

X542 -- READ MAGAZINE: SPORTS ILLUSTRATED

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

SPORTS ILLUSTRATED

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,539

X542 BY GENDER

	MALE	FEMALE	TOTAL
N=	2174	107	2281
A	22.4	4.7	21.5
B	11.0	9.4	10.9
C	20.2	18.7	20.1
D	48.0	69.2	49.0

2		
X	DF	P
18.876	1	0.0001
0.285	1	0.5936
0.135	1	0.7137
18.312	1	0.0001

X542 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	48	716	1085	432	2281
A	14.6	21.8	22.8	18.8	21.5
B	8.3	11.5	10.8	10.7	10.9
C	22.9	21.7	19.7	18.1	20.1
D	54.2	46.5	48.3	54.2	49.0

2		
X	DF	P
4.355	3	0.2256
0.593	3	0.8981
2.527	3	0.4704
7.121	3	0.0681

## X542 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1630	413	166	58	2267	X	DF	P
A	17.0	38.7	21.7	24.1	21.5	92.647	3	0.0001
B	10.4	11.6	13.9	12.1	10.9	2.157	3	0.5404
C	21.6	16.2	18.1	13.8	20.2	7.974	3	0.0466
D	52.9	34.1	46.4	50.0	48.9	46.803	3	0.0001

## X542 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	261	335	239	770	652	2257	X	DF	P
A	24.9	22.7	17.6	22.9	19.2	21.4	7.199	4	0.1257
B	11.9	9.9	16.7	9.9	9.8	10.8	10.708	4	0.0301
C	20.3	21.2	20.9	17.9	21.6	20.1	3.579	4	0.4660
D	43.3	47.5	46.4	50.4	51.8	49.1	7.024	4	0.1346

## X542 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1049	547	223	370	91	2280	X	DF	P
A	22.1	22.1	20.6	20.5	17.6	21.5	1.487	4	0.8289
B	10.6	12.4	10.8	10.5	7.7	10.9	2.443	4	0.6549
C	19.5	20.7	18.8	20.8	24.2	20.1	1.665	4	0.7970
D	49.9	46.3	51.1	48.7	50.6	49.0	2.466	4	0.6508



X543 -- READ MAGAZINE: MECHANIX ILLUSTRATED

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

MECHANIX ILLUSTRATED

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,539

X543 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2122	107	2229	X	DF	P
A	3.9	1.9	3.8	1.158	1	0.2818
B	3.4	2.8	3.4	0.125	1	0.7234
C	9.1	3.7	8.9	3.675	1	0.0552
D	83.8	94.4	84.3	8.596	1	0.0034

X543 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	46	701	1063	419	2229	X	DF	P
A	4.4	4.0	3.7	3.8	3.8	0.159	3	0.9839
B	2.2	3.7	3.3	3.3	3.4	0.454	3	0.9288
C	6.5	8.1	9.2	9.6	8.9	1.183	3	0.7572
D	89.1	85.2	83.9	83.5	84.3	1.513	3	0.6792

## X543 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1602	396	163	55	2216	X	DF	P
A	3.6	5.6	1.2	7.3	3.8	8.279	3	0.0406
B	3.5	3.3	3.1	1.8	3.4	0.536	3	0.9110
C	9.4	4.8	11.0	10.9	8.8	10.052	3	0.0191
D	84.1	86.4	84.7	80.0	84.5	2.055	3	0.5612

## X543 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	251	329	235	754	637	2206	X	DF	P
A	4.4	3.7	3.8	4.2	3.1	3.8	1.418	4	0.8411
B	2.4	2.4	3.4	3.2	4.4	3.4	3.784	4	0.4361
C	6.8	10.0	6.8	8.6	10.1	8.8	4.310	4	0.3657
D	86.5	84.2	86.4	84.8	82.7	84.5	2.936	4	0.5685

## X543 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1027	536	217	357	91	2228	X	DF	P
A	3.6	3.7	5.5	3.1	5.5	3.8	3.099	4	0.5414
B	3.7	2.6	2.8	3.9	4.4	3.4	2.124	4	0.7129
C	8.4	9.1	8.8	8.7	14.3	8.9	3.675	4	0.4517
D	84.4	85.3	83.9	84.6	78.0	84.3	3.153	4	0.5326

X544 -- READ MAGAZINE: TIME

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

TIME

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,539

X544 BY GENDER

	MALE	FEMALE	TOTAL
N=	2159	107	2266
A	11.7	9.4	11.6
B	10.9	10.3	10.9
C	19.4	15.9	19.2
D	58.8	67.3	59.2

2		
X	DF	P
0.540	1	0.4626
0.038	1	0.8445
0.813	1	0.3674
3.058	1	0.0803

X544 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	49	714	1080	423	2266
A	14.3	12.8	10.1	13.0	11.6
B	8.2	12.3	9.8	11.4	10.9
C	28.6	20.6	18.7	17.3	19.2
D	49.0	55.3	62.2	59.1	59.2

2		
X	DF	P
4.472	3	0.2148
3.274	3	0.3512
4.851	3	0.1831
10.648	3	0.0138

## X544 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1624	404	168	56	2252	X	DF	P
A	9.2	17.1	17.9	16.1	11.5	28.442	3	0.0001
B	10.0	13.4	13.7	10.7	10.9	5.114	3	0.1636
C	20.0	17.1	17.3	19.6	19.3	2.262	3	0.5198
D	61.8	52.7	51.2	55.4	59.2	16.231	3	0.0010

## X544 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	259	335	243	763	644	2244	X	DF	P
A	15.1	15.2	9.5	11.8	8.4	11.5	15.029	4	0.0046
B	16.2	11.0	10.7	9.3	10.3	10.8	9.895	4	0.0422
C	21.2	21.8	24.3	17.6	17.4	19.3	8.814	4	0.0659
D	47.5	53.1	56.4	62.5	64.6	59.3	31.861	4	0.0001

## X544 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1039	547	220	364	95	2265	X	DF	P
A	9.8	11.3	12.3	14.8	17.9	11.6	10.765	4	0.0293
B	10.3	10.2	9.6	14.3	10.5	10.9	5.373	4	0.2511
C	17.6	19.0	18.6	23.1	25.3	19.3	7.504	4	0.1116
D	63.1	60.2	60.0	48.9	47.4	59.2	28.411	4	0.0001

X545 -- READ MAGAZINE: NEWSWEEK

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

NEWSWEEK

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,539

X545 BY GENDER

	MALE	FEMALE	TOTAL			
N=	2141	108	2249	2		
				X	DF	P
A	8.3	7.4	8.2	0.101	1	0.7510
B	5.7	10.2	6.0	3.618	1	0.0572
C	16.2	18.5	16.3	0.419	1	0.5172
D	70.6	66.7	70.4	0.772	1	0.3796

X545 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL			
N=	46	713	1069	421	2249	2		
						X	DF	P
A	10.9	9.7	7.3	7.8	8.2	3.723	3	0.2930
B	2.2	7.6	5.8	4.0	6.0	7.315	3	0.0625
C	17.4	20.1	15.3	12.4	16.3	13.107	3	0.0044
D	71.7	63.8	72.5	76.3	70.4	24.055	3	0.0001

X545 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1616	402	162	56	2236	X	DF	P
A	6.7	10.5	16.1	12.5	8.2	22.311	3	0.0001
B	5.3	7.0	9.3	7.1	6.0	5.194	3	0.1581
C	17.5	13.9	10.5	17.9	16.3	7.315	3	0.0625
D	71.7	68.9	64.2	64.3	70.4	5.657	3	0.1295

X545 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	254	336	239	758	641	2228	X	DF	P
A	9.1	9.8	8.0	7.8	7.8	8.3	1.729	4	0.7854
B	5.9	5.4	7.1	6.1	5.6	5.9	0.937	4	0.9191
C	15.4	17.9	20.9	15.3	15.0	16.2	5.891	4	0.2074
D	69.7	67.9	65.3	72.0	72.4	70.5	6.304	4	0.1776

X545 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1031	537	222	366	92	2248	X	DF	P
A	7.0	8.0	6.8	12.0	12.0	8.2	11.454	4	0.0219
B	5.7	5.4	5.9	7.4	6.5	6.0	1.771	4	0.7778
C	14.1	17.1	14.9	19.7	26.1	16.3	13.908	4	0.0076
D	73.9	70.2	73.0	62.8	56.5	70.4	25.353	4	0.0001

X546 -- READ MAGAZINE: JET

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

JET

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,539

X546 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2133	108	2241	X	DF	P
A	8.3	12.0	8.5	1.852	1	0.1736
B	3.1	8.3	3.4	8.458	1	0.0036
C	4.6	3.7	4.6	0.206	1	0.6498
D	84.3	77.8	83.9	3.191	1	0.0740

X546 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	46	704	1071	420	2241	X	DF	P
A	6.5	9.8	7.8	8.3	8.5	2.559	3	0.4648
B	4.4	3.8	3.6	2.1	3.4	2.630	3	0.4522
C	8.7	5.3	3.6	5.5	4.6	5.429	3	0.1429
D	82.6	81.4	85.3	84.8	83.9	5.219	3	0.1564

X546 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1602	411	160	55	2228	X	DF	P
A	.4	42.8	4.4	1.8	8.5	762.909	3	0.0001
B	.6	15.6	1.3	1.8	3.4	226.638	3	0.0001
C	1.6	15.3	3.8	7.3	4.4	145.921	3	0.0001
D	97.6	27.7	90.6	89.1	84.0	196.984	3	0.0001

X546 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	252	332	235	760	641	2220	X	DF	P
A	17.9	13.9	6.8	5.7	5.8	8.4	55.943	4	0.0001
B	4.8	3.0	5.5	4.0	1.6	3.4	12.199	4	0.0159
C	8.3	6.6	5.1	3.8	2.7	4.6	18.031	4	0.0012
D	69.4	77.4	82.6	87.0	90.3	84.1	75.116	4	0.0001

X546 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1033	536	222	359	90	2240	X	DF	P
A	7.3	9.1	10.8	11.1	2.2	8.5	11.653	4	0.0201
B	2.6	4.5	2.3	4.7	3.3	3.4	6.693	4	0.1530
C	3.6	4.5	6.8	5.6	7.8	4.6	7.657	4	0.1050
D	86.8	82.5	80.6	78.6	88.9	83.9	18.448	4	0.0010



X547 -- READ MAGAZINE: CAR & DRIVER

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

CAR & DRIVER

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,539

X547 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2138	107	2245	X	DF	P
A	8.2	1.9	7.9	5.597	1	0.0180
B	3.6	.9	3.5	2.161	1	0.1415
C	14.0	1.9	13.5	12.947	1	0.0003
D	74.9	95.3	75.9	23.256	1	0.0001

X547 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	46	709	1068	422	2245	X	DF	P
A	10.9	6.2	8.8	8.1	7.9	4.569	3	0.2062
B	2.2	3.4	3.1	4.7	3.5	2.733	3	0.4346
C	10.9	11.7	14.5	14.0	13.5	3.253	3	0.3542
D	80.4	79.0	74.5	73.5	75.9	6.661	3	0.0835

X547 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1619	397	161	55	2232
A	7.0	10.3	9.9	9.1	7.8
B	3.6	2.0	5.0	5.5	3.5
C	14.6	9.8	9.3	14.6	13.4
D	75.5	78.1	76.4	74.6	76.0

2		
X	DF	P
6.158	3	0.1042
4.318	3	0.2291
8.706	3	0.0335
1.212	3	0.7502

X547 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	252	330	235	758	650	2225
A	7.5	9.7	9.8	6.3	8.2	7.9
B	3.2	2.1	2.1	4.1	3.9	3.4
C	9.9	12.4	11.9	15.4	13.2	13.4
D	80.2	76.1	77.0	74.9	75.1	76.0

2		
X	DF	P
5.295	4	0.2583
4.311	4	0.3655
6.083	4	0.1930
3.294	4	0.5099

X547 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1036	536	221	361	90	2244
A	8.0	8.4	7.7	7.2	6.7	7.9
B	3.8	3.2	2.7	3.9	2.2	3.5
C	13.9	14.6	11.3	12.7	8.9	13.4
D	75.0	74.6	78.3	77.0	83.3	75.9

2		
X	DF	P
0.642	4	0.9583
1.382	4	0.8473
3.376	4	0.4970
4.578	4	0.3334

X548 -- READ MAGAZINE: SPORT

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

SPORT

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,539

X548 BY GENDER

	MALE	FEMALE	TOTAL		2	
N=	2128	107	2235	X	DF	P
A	12.6	2.8	12.1	9.165	1	0.0025
B	4.4	3.7	4.4	0.112	1	0.7379
C	12.1	3.7	11.7	6.923	1	0.0085
D	71.5	90.7	72.4	18.677	1	0.0001

X548 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL		2	
N=	47	704	1069	415	2235	X	DF	P
A	10.6	12.1	12.9	10.4	12.1	1.928	3	0.5876
B	4.3	4.0	4.5	4.8	4.4	0.496	3	0.9198
C	8.5	11.5	11.3	13.5	11.7	1.927	3	0.5877
D	76.6	73.2	72.0	71.8	72.4	0.759	3	0.8592

## X548 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1603	399	164	56	2222	X	DF	P
A	7.8	28.3	14.0	14.3	12.1	127.367	3	0.0001
B	3.6	6.8	6.1	7.1	4.4	10.131	3	0.0175
C	11.1	13.5	12.2	12.5	11.7	1.925	3	0.5880
D	78.3	51.9	67.7	67.9	72.5	114.573	3	0.0001

## X548 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	253	329	235	756	641	2214	X	DF	P
A	16.6	10.6	12.3	13.1	9.7	12.1	9.773	4	0.0444
B	5.5	4.0	5.5	4.2	3.6	4.3	2.702	4	0.6088
C	11.5	12.5	11.1	12.0	11.5	11.8	0.370	4	0.9849
D	67.6	73.3	71.9	71.6	75.5	72.5	6.440	4	0.1686

## X548 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1029	536	220	359	90	2234	X	DF	P
A	11.6	13.1	11.4	13.7	8.9	12.1	2.529	4	0.6395
B	4.5	5.2	4.1	4.2	.0	4.4	5.125	4	0.2747
C	12.1	12.1	10.9	10.9	11.1	11.7	0.621	4	0.9608
D	73.1	70.0	74.1	71.3	80.0	72.4	4.964	4	0.2910

X549 -- READ MAGAZINE: LIFE

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

LIFE

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,539

X549 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2135	106	2241	X	DF	P
A	5.6	3.8	5.5	0.631	1	0.4270
B	3.5	2.8	3.4	0.123	1	0.7257
C	14.9	14.2	14.8	0.039	1	0.8437
D	76.6	79.3	76.8	0.388	1	0.5335

X549 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	46	706	1069	420	2241	X	DF	P
A	10.9	5.7	5.2	5.2	5.5	2.790	3	0.4252
B	4.4	3.7	3.2	3.6	3.4	0.478	3	0.9236
C	19.6	18.7	12.4	14.1	14.8	14.604	3	0.0022
D	73.9	72.4	79.6	77.1	76.8	12.692	3	0.0054

X549 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1609	401	162	55	2227	X	DF	P
A	3.6	9.7	13.6	5.5	5.5	45.415	3	0.0001
B	2.9	5.0	4.3	3.6	3.4	4.611	3	0.2026
C	14.1	18.0	14.2	14.6	14.8	3.822	3	0.2814
D	79.7	68.3	67.9	76.4	76.7	31.094	3	0.0001

X549 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	252	333	233	759	643	2220	X	DF	P
A	9.5	5.1	3.4	5.3	5.0	5.5	10.358	4	0.0348
B	4.8	4.8	3.9	3.7	1.9	3.5	8.184	4	0.0851
C	20.6	16.2	17.2	13.2	12.4	14.7	12.854	4	0.0120
D	65.9	74.8	76.0	78.3	80.9	76.9	24.666	4	0.0001

X549 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1032	533	218	364	93	2240	X	DF	P
A	4.0	6.6	6.4	6.3	10.8	5.5	11.577	4	0.0208
B	2.8	3.0	3.2	6.0	3.2	3.4	9.025	4	0.0605
C	13.1	16.0	13.8	17.6	19.4	14.8	6.916	4	0.1404
D	80.4	74.9	76.6	70.9	69.9	76.7	18.364	4	0.0010

X550 -- READ MAGAZINE: FIELD AND STREAM

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

FIELD AND STREAM

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,539

X550 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2155	108	2263	X	DF	P
A	11.8	.9	11.3	12.195	1	0.0005
B	9.0	7.4	8.9	0.322	1	0.5705
C	15.5	5.6	15.0	7.909	1	0.0049
D	64.5	86.1	65.5	21.263	1	0.0001

X550 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	46	713	1082	422	2263	X	DF	P
A	4.4	7.7	14.2	10.7	11.3	20.802	3	0.0001
B	6.5	7.4	10.0	9.0	8.9	3.767	3	0.2877
C	15.2	15.0	14.6	15.9	15.0	0.390	3	0.9423
D	73.9	70.1	62.3	65.2	65.5	13.147	3	0.0043

## X550 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1635	397	162	55	2249	X	DF	P
A	12.5	7.3	11.7	5.5	11.4	10.644	3	0.0138
B	10.1	6.6	3.7	3.6	8.9	12.905	3	0.0048
C	17.3	5.8	10.5	21.8	14.9	38.013	3	0.0001
D	61.0	80.6	74.7	69.1	65.6	61.336	3	0.0001

## X550 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	248	335	238	771	649	2241	X	DF	P
A	4.0	10.2	9.2	12.5	14.3	11.4	21.335	4	0.0003
B	6.5	5.7	9.2	8.0	12.2	8.8	15.538	4	0.0037
C	9.7	12.5	11.3	17.3	17.0	15.0	14.600	4	0.0056
D	80.2	72.2	70.2	63.0	57.8	65.6	52.096	4	0.0001

## X550 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1043	543	222	363	91	2262	X	DF	P
A	13.9	11.2	9.9	6.1	5.5	11.3	20.519	4	0.0004
B	10.1	9.4	7.7	7.2	3.3	8.9	7.188	4	0.1263
C	14.9	14.6	16.7	13.8	19.8	15.0	2.647	4	0.6186
D	62.2	65.2	66.7	73.3	72.5	65.6	16.827	4	0.0021



X551 -- READ MAGAZINE: POPULAR SCIENCE

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

POPULAR SCIENCE

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,539

X551 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2137	106	2243	X	DF	P
A	5.0	.9	4.8	3.587	1	0.0582
B	4.2	3.8	4.2	0.039	1	0.8437
C	12.2	1.9	11.7	10.345	1	0.0013
D	79.3	94.3	80.0	14.324	1	0.0002

X551 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	48	705	1070	420	2243	X	DF	P
A	6.3	3.7	5.7	4.1	4.8	4.572	3	0.2059
B	6.3	4.0	4.3	3.8	4.2	0.771	3	0.8563
C	12.5	12.8	11.4	10.5	11.7	1.507	3	0.6806
D	75.0	80.4	79.0	82.4	80.0	3.022	3	0.3882

## X551 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1613	397	165	55	2230	X	DF	P
A	4.5	4.8	6.1	7.3	4.7	1.699	3	0.6372
B	3.8	5.0	4.2	5.5	4.1	1.574	3	0.6654
C	11.9	10.8	12.7	9.1	11.7	0.885	3	0.8290
D	80.5	79.4	78.2	78.2	80.1	0.839	3	0.8401

## X551 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	252	334	236	757	642	2221	X	DF	P
A	4.8	4.8	4.2	5.4	4.1	4.7	1.581	4	0.8122
B	4.0	3.3	4.2	4.9	3.9	4.2	1.760	4	0.7798
C	12.7	14.4	11.0	11.0	10.8	11.6	3.624	4	0.4592
D	79.0	78.1	80.9	79.9	81.3	80.1	1.704	4	0.7899

## X551 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1034	537	219	361	91	2242	X	DF	P
A	4.6	5.4	5.5	3.1	7.7	4.7	4.930	4	0.2946
B	4.2	5.2	2.7	3.9	2.2	4.2	3.564	4	0.4681
C	10.4	12.9	11.4	13.6	12.1	11.7	3.523	4	0.4744
D	81.3	77.5	80.4	80.1	79.1	80.0	3.369	4	0.4981

X552 -- READ MAGAZINE: READER'S DIGEST

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

READER'S DIGEST

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,539

X552 BY GENDER

	MALE	FEMALE	TOTAL
N=	2135	105	2240
A	7.2	13.3	7.5
B	12.4	21.9	12.8
C	10.6	15.2	10.9
D	70.9	51.4	70.0

2		
X	DF	P
5.403	1	0.0201
8.153	1	0.0043
2.195	1	0.1384
18.093	1	0.0001

X552 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	47	707	1069	417	2240
A	12.8	7.2	8.3	5.3	7.5
B	19.2	13.7	12.8	10.6	12.8
C	8.5	10.8	10.5	12.2	10.9
D	66.0	69.0	69.7	72.9	70.0

2		
X	DF	P
5.986	3	0.1123
4.119	3	0.2489
1.248	3	0.7414
2.407	3	0.4924

X552 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1609	398	165	55	2227	X	DF	P
A	6.9	8.5	10.3	9.1	7.5	3.532	3	0.3166
B	13.7	10.1	10.3	12.7	12.8	4.880	3	0.1808
C	9.9	13.3	12.1	14.6	10.8	4.930	3	0.1770
D	70.8	68.8	67.9	63.6	70.1	2.144	3	0.5430

X552 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	252	332	232	759	644	2219	X	DF	P
A	6.0	7.2	5.2	7.6	9.0	7.5	4.827	4	0.3055
B	11.5	13.9	12.9	13.6	12.1	12.9	1.365	4	0.8502
C	12.3	13.9	9.9	9.8	10.3	10.8	5.062	4	0.2810
D	70.2	67.2	73.7	70.5	69.3	69.9	3.041	4	0.5509

X552 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1028	536	218	364	93	2239	X	DF	P
A	7.3	6.9	7.8	7.4	12.9	7.5	4.281	4	0.3694
B	12.5	15.5	7.8	12.9	12.9	12.8	8.455	4	0.0763
C	10.0	11.2	8.3	12.9	15.1	10.8	5.628	4	0.2287
D	71.5	67.4	76.6	67.9	62.4	70.0	10.802	4	0.0289

X553 -- READ MAG:READER'S DIGEST SPANISH LANG.

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

READER'S DIGEST-SPANISH LANGUAGE

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,539

X553 BY GENDER

	MALE	FEMALE	TOTAL
N=	2112	107	2219
A	1.1	1.9	1.2
B	1.0	.0	.9
C	1.9	.9	1.8
D	96.2	97.2	96.2

	2		
	X	DF	P
A	0.472	1	0.4919
B	1.022	1	0.3119
C	0.479	1	0.4891
D	0.298	1	0.5855

X553 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	46	698	1061	414	2219
A	6.5	1.2	1.1	.7	1.2
B	2.2	1.0	.9	.5	.9
C	2.2	1.6	1.7	2.4	1.8
D	89.1	96.4	96.3	96.4	96.2

	2		
	X	DF	P
A	12.104	3	0.0070
B	1.746	3	0.6269
C	1.184	3	0.7568
D	6.483	3	0.0903

## X553 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1594	395	162	55	2206	X	DF	P
A	.3	1.0	9.9	1.8	1.2	115.752	3	0.0001
B	.4	2.0	3.1	.0	.9	20.528	3	0.0001
C	.8	4.8	4.3	3.6	1.8	36.743	3	0.0001
D	98.6	92.7	82.7	94.6	96.2	119.895	3	0.0001

## X553 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	245	329	233	755	637	2199	X	DF	P
A	2.0	1.8	1.7	.9	.6	1.2	5.370	4	0.2514
B	.8	.9	2.2	.8	.6	.9	4.647	4	0.3255
C	2.9	1.5	1.3	1.7	1.6	1.7	2.284	4	0.6838
D	94.3	95.7	94.9	96.7	97.3	96.3	6.616	4	0.1576

## X553 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1020	534	217	356	91	2218	X	DF	P
A	1.1	.8	1.4	1.1	4.4	1.2	9.154	4	0.0574
B	.7	.9	.9	1.4	1.1	.9	1.585	4	0.8116
C	1.7	1.9	3.2	1.4	1.1	1.8	3.176	4	0.5288
D	96.7	96.6	94.5	96.1	93.4	96.2	4.627	4	0.3278

X554 -- READ MAGAZINE: DISCOVER

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

DISCOVER

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,539

X554 BY GENDER

	MALE	FEMALE	TOTAL
N=	2120	106	2226
A	2.7	.0	2.6
B	2.0	3.8	2.1
C	6.9	1.9	6.7
D	88.6	94.3	88.9

2		
X	DF	P
2.925	1	0.0872
1.488	1	0.2226
4.066	1	0.0437
3.334	1	0.0679

X554 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	45	699	1068	414	2226
A	4.4	2.4	3.0	1.5	2.6
B	2.2	2.6	2.2	1.2	2.1
C	8.9	8.2	5.3	7.3	6.7
D	84.4	86.8	89.9	90.3	88.9

2		
X	DF	P
3.548	3	0.3146
2.375	3	0.4983
6.116	3	0.1061
5.841	3	0.1196

## X554 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1602	395	162	54	2213	X	DF	P
A	1.7	4.1	5.6	5.6	2.5	16.624	3	0.0008
B	1.8	2.5	3.7	3.7	2.1	3.668	3	0.2997
C	5.7	9.6	9.3	3.7	6.6	10.280	3	0.0163
D	91.0	84.1	81.5	87.0	89.0	26.014	3	0.0001

## X554 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	248	329	236	755	639	2207	X	DF	P
A	4.0	3.3	4.7	1.9	1.6	2.5	11.277	4	0.0236
B	1.2	4.0	3.4	1.9	1.1	2.0	12.011	4	0.0173
C	12.1	6.7	5.9	7.6	3.6	6.6	22.718	4	0.0001
D	82.7	86.3	86.0	89.3	93.7	89.0	29.535	4	0.0001

## X554 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1026	535	218	356	90	2225	X	DF	P
A	1.9	2.4	5.1	2.5	5.6	2.6	10.731	4	0.0298
B	2.3	2.1	2.3	2.0	.0	2.1	2.277	4	0.6850
C	5.7	6.0	7.8	9.6	7.8	6.7	7.499	4	0.1118
D	90.4	90.1	84.9	86.0	86.7	88.9	10.145	4	0.0381



X555 -- READ MAGAZINE: NATIONAL GEOGRAPHIC

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

NATIONAL GEOGRAPHIC

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,539

X555 BY GENDER

	MALE	FEMALE	TOTAL
N=	2134	106	2240
A	7.1	6.6	7.1
B	8.9	6.6	8.8
C	10.8	6.6	10.6
D	74.3	80.2	74.6

2		
X	DF	P
0.041	1	0.8391
0.666	1	0.4145
1.895	1	0.1687
1.835	1	0.1755

X555 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	47	708	1067	418	2240
A	17.0	7.2	7.1	5.7	7.1
B	10.6	11.6	7.0	8.4	8.8
C	10.6	10.7	10.2	11.5	10.6
D	68.1	71.8	76.5	75.4	74.6

2		
X	DF	P
8.197	3	0.0421
11.296	3	0.0102
0.522	3	0.9141
6.193	3	0.1026

X555 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1609	397	164	56	2226	X	DF	P
A	6.5	6.6	12.8	8.9	7.0	9.633	3	0.0220
B	9.6	5.0	7.3	16.1	8.8	12.526	3	0.0058
C	9.9	10.1	13.4	25.0	10.6	14.468	3	0.0023
D	75.1	79.1	67.7	51.8	74.7	24.055	3	0.0001

X555 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	252	331	239	758	641	2221	X	DF	P
A	7.5	10.9	6.7	6.5	5.5	7.0	10.482	4	0.0330
B	12.3	10.9	13.4	6.1	8.0	8.8	19.463	4	0.0006
C	12.7	10.6	8.8	11.4	9.5	10.6	3.244	4	0.5179
D	68.3	70.1	73.2	77.2	77.2	74.7	14.156	4	0.0068

X555 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1027	536	221	363	92	2239	X	DF	P
A	6.1	6.0	7.2	9.1	15.2	7.1	13.940	4	0.0075
B	7.3	9.0	8.6	11.0	16.3	8.8	11.581	4	0.0208
C	10.4	9.5	11.3	14.3	3.3	10.6	11.334	4	0.0231
D	76.8	76.5	73.8	67.2	70.7	74.6	14.990	4	0.0047

X556 -- READ MAGAZINE: ROAD & TRACK

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

ROAD & TRACK

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,539

X556 BY GENDER

	MALE	FEMALE	TOTAL
N=	2134	105	2239
A	8.2	1.0	7.9
B	2.5	.0	2.4
C	12.4	.0	11.8
D	77.4	99.1	78.4

	2		
X	DF	P	
7.259	1	0.0071	
2.723	1	0.0989	
14.726	1	0.0001	
27.764	1	0.0001	

X556 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	46	701	1073	419	2239
A	4.4	6.6	7.8	10.5	7.9
B	2.2	2.7	2.1	2.9	2.4
C	13.0	10.0	12.4	13.1	11.8
D	82.6	81.5	78.0	73.8	78.4

	2		
X	DF	P	
6.451	3	0.0916	
1.236	3	0.7443	
3.361	3	0.3392	
9.794	3	0.0204	

X556 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1615	397	159	55	2226	X	DF	P
A	8.1	7.8	8.2	3.6	7.9	1.444	3	0.6953
B	2.1	3.5	3.1	.0	2.4	4.510	3	0.2114
C	12.8	8.1	6.9	18.2	11.6	12.639	3	0.0055
D	77.5	81.1	82.4	78.2	78.5	3.945	3	0.2675

X556 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	249	330	236	762	643	2220	X	DF	P
A	6.8	8.8	8.9	8.0	7.5	7.9	1.247	4	0.8703
B	2.8	1.5	2.5	2.8	1.9	2.3	2.502	4	0.6443
C	10.4	10.6	9.8	12.7	12.3	11.7	2.629	4	0.6216
D	80.3	79.4	80.1	76.9	78.7	78.5	2.163	4	0.7057

X556 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1035	538	219	355	91	2238	X	DF	P
A	7.8	9.3	8.7	5.6	5.5	7.8	4.880	4	0.2998
B	2.8	2.0	1.4	2.5	2.2	2.4	2.027	4	0.7307
C	12.2	13.2	10.1	11.0	6.6	11.8	4.393	4	0.3554
D	77.5	75.8	80.8	81.4	86.8	78.4	9.061	4	0.0596

X557 -- READ MAGAZINE: SPORTING NEWS

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

SPORTING NEWS

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,539

X557 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2117	105	2222	X	DF	P
A	8.6	1.0	8.3	7.793	1	0.0052
B	3.5	1.0	3.3	1.936	1	0.1641
C	11.0	3.8	10.6	5.386	1	0.0203
D	77.2	94.3	78.0	17.045	1	0.0001

X557 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	46	700	1061	415	2222	X	DF	P
A	8.7	7.9	8.4	8.7	8.3	0.277	3	0.9643
B	2.2	3.6	3.1	3.6	3.3	0.581	3	0.9007
C	13.0	11.4	10.1	10.4	10.6	1.116	3	0.7732
D	76.1	77.3	78.6	77.8	78.0	0.539	3	0.9102

X557 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1596	397	160	56	2209	X	DF	P
A	5.5	18.1	8.8	16.1	8.3	71.351	3	0.0001
B	3.1	3.5	4.4	3.6	3.3	0.920	3	0.8206
C	10.0	12.9	10.6	14.3	10.7	3.433	3	0.3295
D	81.6	65.7	76.3	66.1	78.0	52.018	3	0.0001

X557 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	250	330	231	754	639	2204	X	DF	P
A	11.6	7.6	9.5	7.7	7.7	8.3	4.958	4	0.2916
B	2.8	3.0	3.9	3.7	3.0	3.3	1.141	4	0.8877
C	11.2	13.9	7.4	10.1	10.3	10.6	6.818	4	0.1458
D	74.4	75.8	79.2	78.9	79.2	78.0	3.949	4	0.4130

X557 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1026	531	219	354	91	2221	X	DF	F
A	7.5	8.3	6.9	10.5	12.1	8.3	5.336	4	0.2546
B	3.7	3.0	4.1	2.3	3.3	3.3	2.283	4	0.6840
C	10.0	10.7	12.3	12.4	5.5	10.6	4.783	4	0.3103
D	79.0	78.2	76.7	74.9	80.2	78.0	3.166	4	0.5304

X558 -- READ MAGAZINE: ROLLING STONE

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

ROLLING STONE

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,539

X558 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2133	105	2238	X	DF	P
A	7.1	3.8	7.0	1.698	1	0.1926
B	3.7	4.8	3.7	0.342	1	0.5586
C	13.1	13.3	13.1	0.004	1	0.9513
D	76.5	79.1	76.6	0.372	1	0.5418

X558 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	46	707	1067	418	2238	X	DF	P
A	2.2	6.8	6.8	8.1	7.0	2.568	3	0.4632
B	2.2	4.0	2.8	5.7	3.7	7.671	3	0.0533
C	13.0	14.7	12.4	12.4	13.1	2.260	3	0.5203
D	84.8	74.8	78.3	74.4	76.6	5.722	3	0.1260

X558 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1612	396	161	56	2225	X	DF	P
A	7.5	4.3	8.1	8.9	7.0	5.689	3	0.1278
B	3.4	3.0	5.6	7.1	3.6	4.403	3	0.2211
C	14.3	9.3	11.2	14.3	13.2	7.389	3	0.0605
D	75.3	83.8	75.2	69.6	76.6	14.930	3	0.0019

X558 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	252	331	237	756	644	2220	X	DF	P
A	7.5	5.4	8.4	8.2	5.4	6.9	6.244	4	0.1816
B	4.8	4.5	4.6	3.8	2.3	3.7	5.474	4	0.2420
C	11.9	12.7	12.7	14.3	12.7	13.2	1.406	4	0.8432
D	76.2	77.6	74.7	74.2	79.8	76.6	6.841	4	0.1445

X558 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1027	539	221	359	91	2237	X	DF	P
A	6.4	8.0	7.7	7.2	4.4	7.0	2.460	4	0.6518
B	3.6	2.8	5.0	4.5	4.4	3.7	3.004	4	0.5572
C	13.4	12.1	10.9	17.0	6.6	13.1	9.720	4	0.0454
D	76.9	77.6	76.5	71.6	86.8	76.6	10.653	4	0.0308



X559 -- READ MAGAZINE: US

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

US

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,539

X559 BY GENDER

	MALE	FEMALE	TOTAL			
N=	2110	105	2215	2	X	DF P
A	1.9	4.8	2.0	4.128	1	0.0422
B	2.1	5.7	2.3	5.704	1	0.0169
C	6.1	6.7	6.1	0.063	1	0.8018
D	90.0	83.8	89.7	4.151	1	0.0416

X559 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL			
N=	46	695	1062	412	2215	2	X	DF P
A	2.2	1.4	2.2	2.7	2.0	2.171	3	0.5377
B	.0	3.0	2.1	1.9	2.3	3.172	3	0.3659
C	8.7	6.6	6.0	5.1	6.1	1.602	3	0.6589
D	91.3	88.9	89.8	90.5	89.7	0.915	3	0.8218

X559 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1593	394	161	54	2202	X	DF	P
A	1.4	4.3	1.9	1.9	2.0	13.318	3	0.0040
B	1.6	3.8	5.6	1.9	2.3	14.845	3	0.0020
C	5.3	8.6	6.2	9.3	6.0	7.301	3	0.0629
D	91.8	83.5	86.3	87.0	89.8	26.371	3	0.0001

X559 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	245	329	234	752	636	2196	X	DF	P
A	3.3	2.1	2.1	1.6	2.0	2.1	2.595	4	0.6278
B	3.3	1.8	2.6	2.3	2.0	2.3	1.622	4	0.8048
C	9.0	5.8	7.7	6.0	4.4	6.0	7.938	4	0.0939
D	84.9	90.6	87.6	90.3	91.5	89.8	10.101	4	0.0388

X559 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1021	532	219	352	90	2214	X	DF	P
A	2.2	1.7	.5	2.6	4.4	2.0	6.234	4	0.1824
B	2.0	2.3	1.8	3.7	2.2	2.3	3.789	4	0.4353
C	5.4	6.6	8.2	6.0	6.7	6.1	2.899	4	0.5748
D	90.7	89.5	89.5	87.8	87.8	89.7	2.893	4	0.5759

X560 -- READ MAGAZINE: CAR CRAFT

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

CAR CRAFT

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,539

X560 BY GENDER

	MALE	FEMALE	TOTAL
N=	2133	105	2238
A	8.5	1.0	8.1
B	3.2	1.0	3.1
C	10.1	.0	9.7
D	78.8	98.1	79.7

	2		
	X	DF	P
A	7.602	1	0.0058
B	1.674	1	0.1957
C	11.769	1	0.0006
D	23.093	1	0.0001

X560 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	45	704	1067	422	2238
A	2.2	6.0	9.7	8.5	8.1
B	2.2	2.3	2.9	5.0	3.1
C	2.2	7.7	10.7	11.1	9.7
D	93.3	84.2	77.4	76.3	79.7

	2		
	X	DF	P
A	9.920	3	0.0193
B	6.834	3	0.0774
C	8.390	3	0.0386
D	20.544	3	0.0001

X560 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1612	396	162	55	2225	X	DF	P
A	8.2	8.1	8.0	5.5	8.1	0.536	3	0.9110
B	3.1	3.5	1.9	1.8	3.1	1.396	3	0.7065
C	10.7	4.8	6.8	18.2	9.5	18.903	3	0.0003
D	78.8	83.6	83.3	74.6	79.9	6.760	3	0.0799

X560 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	248	329	239	762	642	2220	X	DF	P
A	5.2	8.2	9.6	8.4	8.1	8.1	3.574	4	0.4667
B	5.7	1.5	4.2	2.8	2.8	3.1	9.607	4	0.0476
C	4.8	7.3	11.3	10.1	11.7	9.7	12.600	4	0.0134
D	84.7	83.0	76.6	79.4	77.7	79.7	9.030	4	0.0603

X560 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1032	537	220	356	92	2237	X	DF	P
A	9.0	9.9	5.9	5.3	4.4	8.1	10.176	4	0.0376
B	2.9	4.1	1.8	3.4	1.1	3.1	4.456	4	0.3479
C	10.4	8.9	10.0	9.8	4.4	9.7	3.931	4	0.4154
D	78.4	77.8	82.3	81.7	90.2	79.7	10.331	4	0.0352

X561 -- READ MAGAZINE: SCIENCE DIGEST

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

SCIENCE DIGEST

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,539

X561 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2117	105	2222	X	DF	P
A	2.5	.0	2.4	2.693	1	0.1008
B	1.9	1.0	1.9	0.523	1	0.4697
C	6.8	1.0	6.5	5.612	1	0.0178
D	89.0	98.1	89.4	8.820	1	0.0030

X561 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	46	697	1064	415	2222	X	DF	P
A	4.4	2.3	2.6	1.7	2.4	1.932	3	0.5866
B	.0	1.9	2.3	1.2	1.9	2.706	3	0.4392
C	4.4	8.9	5.1	6.5	6.5	10.444	3	0.0151
D	91.3	87.2	90.2	90.6	89.4	5.025	3	0.1700

X561 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1603	390	161	55	2209	X	DF	P
A	1.7	3.1	5.6	3.6	2.3	12.119	3	0.0070
B	1.3	4.1	1.9	3.6	1.9	14.025	3	0.0029
C	6.2	7.4	8.7	3.6	6.5	2.849	3	0.4154
D	91.0	85.4	83.9	90.9	89.5	16.533	3	0.0009

X561 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	246	329	237	756	636	2204	X	DF	P
A	2.4	2.1	4.2	2.9	1.1	2.4	9.012	4	0.0608
B	2.9	1.8	1.3	2.4	1.3	1.9	4.035	4	0.4013
C	7.7	7.6	4.6	6.5	6.3	6.5	2.637	4	0.6203
D	87.0	89.1	89.9	88.4	91.5	89.4	5.443	4	0.2448

X561 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1020	536	219	356	90	2221	X	DF	P
A	1.6	2.8	1.8	3.4	6.7	2.4	12.173	4	0.0161
B	1.7	2.1	2.3	2.0	2.2	1.9	0.597	4	0.9634
C	5.8	6.3	7.8	8.2	5.6	6.5	3.181	4	0.5279
D	91.0	89.2	88.1	86.8	86.7	89.4	6.353	4	0.1743

X562 -- READ MAGAZINE: INSIDE SPORTS

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

INSIDE SPORTS

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,539

X562 BY GENDER

	MALE	FEMALE	TOTAL	2		
N=	2109	104	2213	X	DF	P
A	7.7	1.9	7.4	4.790	1	0.0286
B	2.8	1.0	2.7	1.267	1	0.2604
C	10.2	4.8	9.9	3.212	1	0.0731
D	79.5	92.3	80.1	10.180	1	0.0014

X562 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL	2		
N=	46	697	1058	412	2213	X	DF	P
A	6.5	6.5	7.9	7.8	7.4	1.486	3	0.6856
B	2.2	3.7	2.4	1.9	2.7	4.206	3	0.2401
C	13.0	8.5	9.9	12.1	9.9	4.408	3	0.2206
D	78.3	81.5	79.9	78.6	80.1	1.532	3	0.6749

X562 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1593	390	160	56	2199	X	DF	P
A	4.5	18.2	7.5	12.5	7.4	88.220	3	0.0001
B	2.1	4.6	5.0	1.8	2.7	11.120	3	0.0111
C	9.0	12.1	11.3	10.7	9.8	3.718	3	0.2935
D	84.6	65.1	76.3	75.0	80.3	78.225	3	0.0001

X562 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	246	331	233	752	635	2197	X	DF	P
A	12.6	7.6	6.0	8.2	4.9	7.4	17.000	4	0.0019
B	2.0	3.0	3.0	3.2	2.1	2.7	2.361	4	0.6696
C	12.2	11.2	10.7	8.8	9.3	9.9	3.573	4	0.4669
D	73.2	78.3	80.7	79.9	84.1	80.2	14.586	4	0.0056

X562 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1018	529	217	357	91	2212	X	DF	P
A	7.3	7.4	5.5	8.7	8.8	7.4	2.244	4	0.6910
B	2.0	4.0	4.2	2.0	3.3	2.7	7.902	4	0.0952
C	9.4	11.3	10.6	10.1	5.5	10.0	3.578	4	0.4661
D	81.5	77.5	80.2	79.3	82.4	80.1	4.008	4	0.4049



X563 -- READ MAG: SCIENCE '86 OR SCIENCE '87

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

SCIENCE '86 OR SCIENCE '87

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,539

X563 BY GENDER

	MALE	FEMALE	TOTAL			
N=	2117	105	2222	2		
A	1.8	.0	1.8	X	DF	P
B	1.7	.0	1.6	1.969	1	0.1606
C	4.2	.0	4.0	1.764	1	0.1842
D	92.5	100.0	92.8	4.598	1	0.0320
				8.494	1	0.0036

X563 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL			
N=	46	697	1064	415	2222	2		
A	2.2	2.3	2.0	.2	1.8	X	DF	P
B	.0	1.9	1.8	.7	1.6	7.040	3	0.0706
C	4.4	3.2	4.3	4.6	4.0	3.363	3	0.3390
D	93.5	92.8	92.2	94.5	92.8	1.955	3	0.5819
						2.321	3	0.5085

X563 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1600	394	160	55	2209	X	DF	P
A	1.3	2.0	5.6	1.8	1.7	16.750	3	0.0008
B	.9	3.6	3.8	1.8	1.6	19.790	3	0.0002
C	3.2	6.6	3.8	7.3	3.9	11.388	3	0.0098
D	94.9	87.8	86.9	89.1	92.9	35.689	3	0.0001

X563 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	247	330	236	755	637	2205	X	DF	P
A	2.0	2.4	3.4	1.5	1.1	1.8	6.546	4	0.1619
B	2.4	1.2	2.1	1.2	1.4	1.5	2.763	4	0.5982
C	4.9	3.6	4.7	4.2	3.1	4.0	2.207	4	0.6977
D	91.1	93.0	89.8	93.3	94.4	92.9	6.785	4	0.1477

X563 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1021	533	219	358	90	2221	X	DF	P
A	1.4	1.1	3.7	2.0	4.4	1.8	10.525	4	0.0325
B	1.5	.9	1.8	2.8	1.1	1.6	5.108	4	0.2764
C	4.0	4.3	4.1	3.4	4.4	4.0	0.582	4	0.9651
D	93.3	93.8	90.4	92.2	90.0	92.8	4.408	4	0.3536

X564 -- READ MAGAZINE: GAMES

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

GAMES

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,539

X564 BY GENDER

	MALE	FEMALE	TOTAL
N=	2101	103	2204
A	3.4	1.0	3.3
B	2.1	.0	2.0
C	6.7	2.9	6.5
D	88.3	96.1	88.7

	2		
	X	DF	P
A	1.849	1	0.1738
B	2.201	1	0.1379
C	2.277	1	0.1313
D	5.927	1	0.0149

X564 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	46	693	1054	411	2204
A	4.4	2.3	4.2	2.7	3.3
B	2.2	1.6	2.4	1.7	2.0
C	.0	6.1	6.8	7.1	6.5
D	93.5	90.3	87.5	88.6	88.7

	2		
	X	DF	P
A	5.299	3	0.1512
B	1.540	3	0.6730
C	3.823	3	0.2812
D	4.472	3	0.2148

## X564 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL	2		
N=	1586	391	158	56	2191	X	DF	P
A	1.9	8.7	3.8	5.4	3.3	45.961	3	0.0001
B	1.7	2.8	1.9	3.6	2.0	2.785	3	0.4259
C	5.8	8.4	6.3	8.9	6.4	4.272	3	0.2336
D	91.2	80.1	88.6	82.1	88.8	42.113	3	0.0001

## X564 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL	2		
N=	245	327	234	751	630	2187	X	DF	P
A	3.7	3.1	2.6	3.6	3.0	3.3	0.923	4	0.9212
B	1.6	2.8	4.3	2.0	1.0	2.0	10.747	4	0.0296
C	9.8	4.6	5.1	6.7	6.2	6.4	7.270	4	0.1223
D	85.7	89.6	89.7	88.0	90.3	88.8	4.701	4	0.3193

## X564 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL	2		
N=	1014	530	216	356	87	2203	X	DF	P
A	3.5	4.0	2.3	2.8	2.3	3.3	1.991	4	0.7373
B	2.2	2.5	.9	1.7	1.2	2.0	2.479	4	0.6484
C	6.7	5.9	6.9	6.2	8.1	6.5	0.914	4	0.9226
D	88.5	87.9	90.3	89.6	88.5	88.7	1.207	4	0.8769

X565 -- READ MAGAZINE:U.S. NEWS AND WORLD REPORT

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

U.S. NEWS AND WORLD REPORT

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,539

X565 BY GENDER

	MALE	FEMALE	TOTAL
N=	2120	106	2226
A	5.1	5.7	5.2
B	4.0	6.6	4.1
C	10.4	7.6	10.3
D	80.9	80.2	80.9

	2		
	X	DF	P
A	0.055	1	0.8138
B	1.797	1	0.1801
C	0.906	1	0.3413
D	0.037	1	0.8470

X565 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	46	701	1065	414	2226
A	6.5	6.4	4.8	3.9	5.2
B	6.5	5.0	3.3	4.4	4.1
C	17.4	10.1	11.6	6.5	10.3
D	71.7	78.9	80.8	85.8	80.9

	2		
	X	DF	P
A	4.161	3	0.2446
B	3.975	3	0.2641
C	10.733	3	0.0133
D	10.654	3	0.0138

## X565 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1601	395	161	56	2213
A	3.6	8.4	9.3	12.5	5.1
B	4.1	4.1	3.1	8.9	4.1
C	10.0	9.1	14.9	8.9	10.2
D	83.0	78.5	72.7	69.6	81.1

2			
X	DF	P	
28.081	3	0.0001	
3.723	3	0.2929	
4.586	3	0.2047	
17.569	3	0.0005	

## X565 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	251	332	237	753	636	2209
A	9.2	5.7	7.2	3.6	4.6	5.2
B	4.8	4.2	3.8	4.1	3.9	4.1
C	10.8	10.8	11.4	9.3	10.1	10.1
D	75.3	79.5	78.5	83.5	81.9	81.0

2			
X	DF	P	
14.547	4	0.0057	
0.406	4	0.9820	
1.286	4	0.8638	
10.233	4	0.0367	

## X565 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1022	536	218	359	90	2225
A	3.8	4.5	4.6	10.3	5.6	5.2
B	3.6	4.1	4.1	4.2	8.9	4.1
C	9.6	10.8	8.3	12.0	13.3	10.3
D	83.4	80.8	83.0	74.7	73.3	80.9

2			
X	DF	P	
23.849	4	0.0001	
5.867	4	0.2093	
3.694	4	0.4490	
17.070	4	0.0019	

X694 -- READ MAGAZINE: OUTDOOR LIFE

DO YOU READ ANY OF THE MAGAZINES IN THE FOLLOWING LIST?

OUTDOOR LIFE

- A I PERSONALLY READ THE MAGAZINE REGULARLY.
- B I OR SOMEONE IN MY IMMEDIATE HOUSEHOLD CURRENTLY HAS A PAID SUBSCRIPTION TO THIS MAGAZINE.
- C I PURCHASED THIS MAGAZINE AT A NEWSSTAND IN THE PAST MONTH.
- D NONE OF THESE APPLY.

SURVEY ITEMS #: A158 B158 C158 D131 TOTAL NPS SURVEYED IS 2,539

X694 BY GENDER

	MALE	FEMALE	TOTAL
N=	2242	105	2347
A	28.9	19.1	28.5
B	7.1	6.7	7.1
C	13.1	2.9	12.7
D	65.2	88.6	66.2

	2		
	X	DF	P
A	4.785	1	0.0287
B	0.033	1	0.8548
C	9.545	1	0.0020
D	24.563	1	0.0001

X694 BY HIGHEST EDUCATION

	POST	HSDG	HSST	NHSG	TOTAL
N=	50	744	1118	435	2347
A	28.0	29.3	29.3	25.1	28.5
B	6.0	5.7	7.8	8.1	7.1
C	20.0	10.8	13.2	13.8	12.7
D	62.0	71.2	63.3	65.5	66.2

	2		
	X	DF	P
A	3.079	3	0.3797
B	3.849	3	0.2783
C	5.632	3	0.1309
D	13.045	3	0.0045

## X694 BY SELF-REPORTED ETHNIC GROUP

	WHITE	BLACK	HISPANIC	OTHER	TOTAL
N=	1698	409	167	59	2333
A	29.6	25.4	24.6	23.7	28.3
B	8.0	4.9	4.8	3.4	7.1
C	13.9	6.4	13.2	18.6	12.6
D	63.3	77.8	69.5	64.4	66.3

2		
X	DF	P
4.760	3	0.1902
7.497	3	0.0576
19.021	3	0.0003
31.642	3	0.0001

## X694 BY RURAL/URBAN

	LG CITY	MED CITY	SUBURB	TOWN	RURAL	TOTAL
N=	261	346	252	796	672	2327
A	24.9	27.5	30.2	30.4	27.7	28.5
B	5.0	5.5	7.5	6.4	9.2	7.1
C	9.2	11.3	12.7	13.1	14.3	12.7
D	75.5	70.5	66.7	65.1	61.8	66.3

2		
X	DF	P
3.813	4	0.4320
8.441	4	0.0767
5.155	4	0.2718
19.349	4	0.0007

## X694 BY AGE AT ACCESSIONING

	16-17	18	19	20-24	25-34	TOTAL
N=	1072	568	234	380	92	2346
A	28.5	30.3	27.8	27.9	20.7	28.5
B	7.9	7.6	6.8	5.3	3.3	7.1
C	12.6	13.6	12.4	10.8	16.3	12.7
D	64.3	63.6	68.8	72.1	73.9	66.2

2		
X	DF	P
3.796	4	0.4343
5.318	4	0.2562
2.740	4	0.6023
12.631	4	0.0132